

Oct. 8, 1932

55%
IN 1932

40%
IN 1931

35%
IN 1933

Volume.

Fifty-

and

more

paper.

42nd St.
Free Bldg.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CLX, No. 21

NEW YORK, SEPTEMBER 15, 1932

10c A COPY

WHITE HYACINTHS

TO

FEED THE SOUL



ONE of the most serious effects of the adjustment period through which industry and the consuming public have been passing is the production of inferior merchandise to catch reluctant dollars.

Particularly has this been true in furniture. The market has been flooded with furniture made to sell rather than to live with. Again and again design, material, construction and finish have been sacrificed on the altar of low price.

Believing that the public was ready to awaken from the delusion of something for nothing, the W. F. Whitney Co., of South Ashburnham, Mass., makers of Colonial reproductions, decided to bid for business on the basis of fine quality at equitable prices.

With this policy determined, Whitney took another decisive step. They abandoned their maker-to-jobber-to-dealer distribution and went direct to leading retailers throughout the country with the proposition of exclusive representation, national advertising and the quality and authentic design of every piece guaranteed. Over fifty leading stores at once accepted. From the inauguration of this policy progress has been steady. The former set-up of 80% jobber and 20% dealer distribution has been reversed. Over 220 outlets now carry the Whitney line.

"If I had two loaves," wrote the Persian poet, Sadi of Shiraz, "I would sell one and buy white hyacinths to feed my soul."

This is the spirit in which Whitney advertising talks to lovers of fine furniture when dollars are scarce and little furniture can be trusted.

N. W. AYER & SON, INCORPORATED

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York

Boston

Chicago

San Francisco

Detroit

London

DIVERSIFIED INDUSTRIES OF LOUISVILLE



The World's Largest Hardware Plant

LOUISVILLE boasts of the largest single unit hardware plant in the world. In its twelve buildings, which cover several city blocks and contain thirty-seven acres of floor space, more than a thousand people are employed.

Belknap's success and steady growth since 1840 has been due, in part, to its fortunate location. Here in Louisville nine trunk-line terminals are within



Greater Louisville and its rich, diversified market, KENTUCKIANA, can be effectively reached at one low cost only through one medium—

less than one-quarter of a mile of the plant and the shipping facilities of the Ohio River are less than one block away. This transportation feature is one of the factors that have made Louisville an important industrial center.

THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Market Newspapers, Inc. :- Audit Bureau of Circulations

REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLX

NEW YORK, SEPTEMBER 15, 1932

No. 11

Aim Your Copy at Missouri

It Will Be Read, These Days, by a Thoroughly Disillusioned and Coldly Calculating Public

By Marsh K. Powers

President, The Powers-House Company

THE State of Missouri is traditionally populated by a race of unmotional assayers of values. Whether or not this sectional reputation is truly merited matters very little today.

Now that the entire nation, household by household and business institution by business institution, has gone "Missouri-minded" in a wholesale manner and is putting all of its past buying practices under a new scrutiny, Missouri can no longer claim any distinction from this attitude of mind.

The development has been a gradual one.

Aside from individuals who suffered abrupt stoppage of all income and those business concerns whose volume melted immediately away in the first few months of the recession, relatively few took prompt and sweeping action toward relentless economy. The great majority valiantly and perhaps foolhardily tried to maintain their accustomed standards, being driven back, step by step, only as incomes continued to shrink and savings and surpluses were used up in the battle against recession.

In the wake of this gradual retreat a slowly changing public morale has been apparent.

The first reaction in many a household was the surprising discovery that economizing was not a wholly unpleasant procedure. The effort to outwit shrinking income and make fewer dollars achieve equal results had in it the elements of a vitally absorbing game. Satis-

faction in this discovery was further heightened by the rapidity with which retail prices plunged lower and lower, apparently assuring success to anyone who kept an alert eye open for retail bargains.

Now, however, a contrasting phase has followed in the wake of this initial exhilaration.

The extravagantly heralded "bargains" have, in too large a proportion of instances, proved to be no bargains at all.

Smartly styled dresses have disclosed the shoddiness of their materials; the price-made suit daily loses its shape before the morning is past; the tread on the tires bought this spring is gone in 5,000 miles; the table is wobbly at the joints; the dish towels have proved non-absorbent; little Johnnie's shoes galloped rapidly to pieces and are beyond the help of a cobbler; the brooms came untied in the first few days of use; the new garden hose disintegrated at the nozzle connection.

The "National Bargain Day," the "depression cure" that certain economic commentators so ardently urged, has been held and the result has been disillusion.

With bitter clarity it has been borne in upon the ultimate consumer that we have not progressed so far from the old rule of *Caveat emptor* as buyers had been assured in the days of easy selling.

In justice to manufacturers who have maintained their quality-standards it should be acknowledged that a great part of the dis-

appointments were connected with "nameless" goods, either carrying no brand at all or the name of an unknown producer. On the other hand, in fairness to consumers, it must be admitted that many a proud old name is guilty of appearing on an article which falls far short of the quality on which the fame of the name was built. In other words, the blame for the tidal wave of shoddy merchandise cannot be wholly shifted over to the shoulders of retailers.

Neither Mr. nor Mrs. Consumer can be in any way criticized if they consider both manufacturers and retailers responsible for their mispent dollars.

Day of Reckoning Has Arrived

Moreover, the day of reckoning has arrived.

Already, in intimate conversations, names are being named of brands that failed to keep the faith. The man who bought a Such-and-Such suit in May is today pointing out its revealed shortcomings to his friends, and they are matching his story with names and dates of their similar disappointments. The news is being spread where its effect is greatest, and bad news always travels fast.

The injustice in it is that even those who behaved themselves beyond any slight justification for criticism cannot wholly escape the brunt of the after-effects.

Confidence in many classifications of retailed merchandise has been seriously weakened and will not easily or immediately recover.

Men and women who write copy for today's audience and the individuals who approve or blue-pencil it, need to take this fact constantly into account.

A suspicious public, which feels that it has been misused, is reading today's messages. The mere fact that an advertisement is signed by Wellknown & Co. will no longer be easily accepted as unquestionable evidence of the integrity of the claims it prints. A colder, more calculating eye will read the assertions, the burden of the doubt will be transferred to the advertiser,

the reader's mood will be expressed by "Show me!"

It is unfortunate that this adulteration of merchandise values had to come at a period when public trust in advertising is suffering from the frenzied copy of so many of the largest and most spectacular users of advertising. At a time when every general advertiser, large or small, will want maximum results from every dollar expended, the sins of these offenders will be visited in some degree on all advertisers.

This is aptly illustrated by the comment of a member of our diplomatic corps recently returned from South America. Said he: "In previous years, when we returned to the United States after absence abroad, we felt fully qualified to know what to buy here at home because of the way we kept in touch with values and developments through the advertising pages in the magazines. This time it's all different. So much of the advertising has consisted of such obviously exaggerated claims and unreasonable statements that we don't know what and when to believe."

The manufacturer who advertises to the general consumer must face and overcome that attitude of mind. Fortunately for advertising as a whole, there are branches of advertising—in the trade and technical fields, for example—where no such obstacle yet faces the advertiser. It has been the biggest fish-pond which has been the most muddled.

Future Not Hopeless for Wide Awake Advertiser

The situation is not a pleasant one but the future is by no means hopeless for the advertiser who plans his strategy with a frank recognition of present-day facts.

An instance fresh from the presses illustrates this.

In a certain group of publications which are on the border-line between general and specialized and, like the general magazines, have been tainted with unbridled exaggerations in copy and even more frantic nightmares of display, a

Providence Journal

PROVIDENCE, MONDAY, SEPTEMBER 5, 1932

Founded as a semi-weekly in 1820; as a daily in 1828

PRICE TWO CENTS

NOTRA MIND P.S.A.
TITLE OVER WAGON
IN SIZZLING MARCH

Continued from page 1, 4 and 5. (See page 1 for details.)

CHURCHMAN'S PLAY SCHEDULE
 The play "The Life of St. Francis" will be given at the St. Francis Church, Providence, on Monday, September 5, at 8 o'clock.

ARMED VETERANS MARCH IN ELEGANT PARADE AT BERLIE

Members of the American Legion, the Veterans of Foreign Wars, and the United States Marine Corps will participate in a parade in Berlin, N.H., on Monday, September 5.

SHARP GAIN IN RHODE ISLAND'S LEADING INDUSTRIES HAILED BY PROMINENT BUSINESS MEN

How Rhode Island Leaders View Upturn

Following the completion of the business survey conducted by the Rhode Island Chamber of Commerce, the leading business leaders of the state have expressed their optimism regarding the future of the state's economy.

SEE LOW POINT PASS, FURTHER GAINS NEAR IN ALL PRICE LEVELS

Breadth of Public Purchasing Power to Determine Continuation of Rise Trend

BASIC IMPROVEMENT FELT

In view of the widespread feeling of optimism among the business community, it is expected that the state's economy will continue to improve in the near future.

THE leading article featured in this reproduction is important, not only in its conservative reflection of Rhode Island's economic improvement, but in its projection of well-founded optimism into business and industrial offices and 110,000 homes of the Providence market area.

Rhode Island's normal buying power and buying volume are well above national averages, as measured by federal census and commercial surveys. Her continued stubborn resistance to depression influences has been recorded in national business charts and in the comments of personal observers. The present facts speak for themselves.

Reprints of this significant article from the Providence Journal of September 5 will be mailed upon request

The **PROVIDENCE JOURNAL and BULLETIN**

Dominating **New England's Second Largest Market**

CHAS. H. EDDY CO. Representatives R. J. BIDWELL CO.
Boston • New York • Chicago San Francisco • Los Angeles • Seattle

new advertiser recently appeared. The individual at the head of the company is of long experience in the field and, as a result, had a very definite—and modest—preconception of the direct results that could be expected from his first insertions.

The first thing that the copy writer did on undertaking the new assignment was to secure a batch of back copies of the publications. To these he devoted every available moment in two working days in the office and two entire evenings at home.

On emerging from that extended soaking process he found himself thoroughly fed up with and disgusted by the tone of the advertising in the publications. The keenness of his own disgust led him first to wonder, then to suspect that an abrupt and radical departure from it might be appreciated by their subscribers.

The result was that he prepared a deliberately unspectacular piece of copy. He restrained its wording, kept it starkly simple in design, and surrounded the purposely brief copy by white space to the extent of half the area of the page.

Would it be welcomed or were the readers of those publications so habituated to exaggeration and so drugged with hip-hip-hurrah that his dignified appeal would be in the surrounding clamor?

That was the gamble he proposed to the advertiser, which the latter accepted.

Most Productive Advertisement in Fifteen Years

The sequel is that the advertiser reports that, in his fifteen years of experience, he has never known an advertisement of similar merchandise to be so productive of inquiries.

This incident unquestionably points toward the conclusion that readers still retain a sense of discrimination and will not ignore those advertisers who pay them the compliment of assuming its existence. There is a note of high optimism in that for the scrupulous advertiser—his path is not as roughly paved as it might seem at first glance.

If this reaction is at all typical in showing the response that can be expected from a reading audience over-sated with advertising crudities, then he can safely proceed, in decency and dignity, along the road he prefers, without being tempted by the examples of the less conscientious.

Observe These Few Precautions

Even so, he should rigidly observe a certain few precautions if his copy is to fit fully the Missouri-minded mood of his readers.

One is to avoid any statement, even though demonstrably true, which can imaginably rouse skepticism and thus throw doubt on the other contents of his message. He will be wise if he gives as few opportunities as possible for either mental or vocal "Oh, yeahs?"

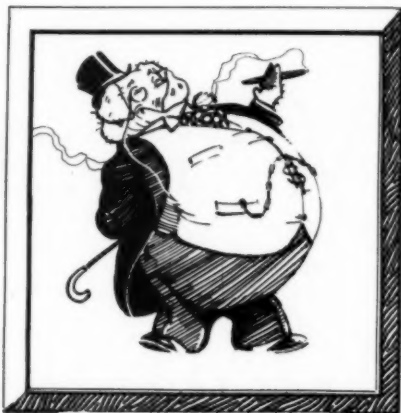
Another is to devote increased attention to the manner in which claims are supported by evidence. No advertiser should too lightly assume that his company is escaping the general suspicion.

It is also a time to avoid copy that strains too frantically for attention or features superficial appeals adopted for their novelty rather than for their sound values. In every phase of his advertising preparation the emphasis should be toward confidence and believability, even though the completed advertisement may seem to be underpowered in comparison with its feverish neighbors. Effective contrast is rarely a tactical error.

And, finally, when the typeproof is ready, the advertiser should read it through coldly and questioningly, taking the role of a man or woman who, being once bitten, is twice shy, and is determined not to be easily swayed. Let the advertiser ask himself if, from that angle, the copy would inspire him with confidence, would give him any impressive information, or would leave him with a feeling that here is an advertiser with whom his money will be safe.

Let him first make himself toughly Missouri-minded and then decide whether he would be sufficiently impressed or convinced to take favorable action.

A NEW IOWA HERO



• Mr. BETTERPRICE HOG •

He's the friend of every farmer, merchant, jobber and banker in the state. For the past few months Mr. Hog has been loafing, grunting and putting on weight.

Then the demand for his sides and hams began. The price on his head increased until he now brings his owner \$3.50 to \$4 more than a few weeks ago. In fact Mr. Betterprice Hog is selling for 47% more than he did 60 days ago!

There's new purchasing power released—fresh, new dollars for you Mr. Salesmanager! And when you discover that Iowans raise more hogs than any other state, 12,000,000 annually, you'll have one of the reasons why everyone in Iowa is feeling "swell."

Buying's going on in every corner of the state. These fresh not-counted-on dollars are bringing home everything from scooter bikes to new autos. Iowans will benefit more from the recent rise in commodity prices than people in any other state. The best way to reach Iowa's new SPENDABLE income is with

The Des Moines Register and Tribune

245,241 Daily—217,418 Sunday A. B. C. A statewide circulation built by intense reader interest . . . the backbone of every successful advertising campaign in Iowa!

J. WALTER
THOMPSON
COMPANY

Product and market research
 Merchandising
 Complete advertising service in
 newspapers, magazines, radio,
 and outdoor

*An organization operating
 on-the-ground in the market
 centers of the world*

NEW YORK • 420 Lexington Avenue • 1 Wall Street

CHICAGO • 410 North Michigan Avenue

SAN FRANCISCO • BOSTON • CINCINNATI • ST. LOUIS

LOS ANGELES • MONTREAL • TORONTO • • London

Paris • Barcelona • Stockholm • Copenhagen • Berlin • Antwerp

Bucharest • Sao Paulo • Buenos Aires • Johannesburg • Bombay • Sydney

Garter Campaign Features National Election Tie-In

Presidential Contest Is Theme of One-Sentence Copy Series for Paris

IF presidential aspirant Coin Harvey (for example) were able to win the support of all the men who wear Paris garters he would be swept into the White House with a comfortable margin of votes. Or maybe Mr. Harvey

Paris Garters to elect the next President—easily!"

The company arrived at the figure implied by taking its annual unit sales and dividing by two, the average number of pairs of garters men buy a year. This total, tabu-

There are enough men
wearing Paris Garters to
elect the next President~
easily!

PARIS
GARTERS

NO METAL CAN TOUCH YOU

Outstanding Values at 25¢ 35¢ 50¢ 75¢ \$1

isn't a good example. That "No metal can touch you" slogan might not fit in very well with his concepts of finance.

At any rate, this is one of several interesting speculations opened up by the current advertising of A. Stein & Company, manufacturers of Paris garters. While the company is in no wise attempting to swing the Paris faction into line for any particular candidate, it is using a tie-in with the forthcoming electoral contest to clinch a point about its product.

A considerable part of the company's advertising effort from now until November will be devoted to this tie-in. In a list of nine magazines, on outdoor posters, painted bulletins and car cards, and in dealer display material, this statement is being featured:

"There are enough men wearing

lated in comparison with returns in past elections, is well in excess of the number of votes necessary to carry a national election.

Clothing an advertising message with unusual interest by interpreting it in terms of a matter of intense public concern, the company feels, is one way of getting extra value for the advertising dollar. While the firm is a consistent advertiser, its appropriation is relatively limited. Hence its advertising must compete for attention with space of much more dominating size.

There is no especial human-interest kick in the statement that so many million men wear these garters. Nevertheless, the company believes this to be one of its most important sales arguments, from the standpoint that such widespread acceptance is convincing

How Space Was Used in Milwaukee Papers

8 Months of 1932

Percentage of Total Linage in Milwaukee Newspapers									
10%	20%	30%	40%	50%	60%	70%	80%	90%	
JOURNAL		Department Store Linage		71.5%		Balance of Linage in Milwaukee Morning-Evening-Sunday Combination Paper			
JOURNAL		Food and Grocery Linage		70%					
JOURNAL		Automotive Linage		71%					
JOURNAL		Furniture Linage		61%					
JOURNAL		Apparel Linage		69%					
JOURNAL		Drugs and Toiletries Linage		80%					
JOURNAL		TOTAL LINAGE		65.7%					

ADVERTISERS concentrated 65.7% of their Milwaukee newspaper lineage in The Journal during the first eight months of 1932, or almost twice as much as in the morning-evening-Sunday combination paper.

Journal circulation is the most productive circulation in Milwaukee because it is nearly 100 per cent "home read" circulation . . . built steadily on reader interest alone . . . concentrated in the trade area and capable of selling America's twelfth market alone.

THE MILWAUKEE JOURNAL
FIRST BY MERIT

proof that the product has outstanding merit. By relating the statistics involved to a matter of definite news interest, however, the message carries along on a tide of interest that gets it read.

Throughout the campaign the copy consists solely of the single statement quoted above. No attempt is made to amplify it, explain it or elaborate upon it in any way.

"In putting the copy into this terse form we had two things in mind," says Joseph M. Kraus, advertising manager. "One was to word the message as simply and briefly as possible, so that the reader could take it in at a glance. The other was to make it just complex enough in its meaning so that the reader wouldn't just nod his head in agreement and pass on, but would stop and think about what we had to say.

"For that reason we give no actual figure on the number of men who wear our garters. Rather we present the number of these buyers as a timely relation to a mass of men that the reader realizes is large. He is naturally stimulated into thinking about what the

statement means, into figuring out in his mind how many users that must be. Thus, we believe, he gets a greater appreciation of our position of leadership—a deeper impression of our brand name and of the size of the public acceptance the product enjoys."

Incidentally, this tie-in affords an interesting demonstration of the fact that advertising appeals don't wear out as quickly as is sometimes thought. This particular idea has been used in similar form by the company in every presidential year beginning with 1920.

"People forget about it in the intervening four years," Mr. Kraus says, "and it proves as good as new each time we revive it."

What is also important is the fact that this piece of copy is being focused forcibly upon the public consciousness by the employment of a very modest investment. Copy in the nine magazines that carry the message is limited to 100 lines and sixty-six lines size, but its effective handling from a layout and mechanical standpoint results in producing an almost dominating position on the printed page—wherever it may chance to appear.

* * *

Chrysler Agency Appointments

RUTHRAUFF & RYAN, INC., has been appointed to direct the advertising of the Dodge Brothers Corporation, Dodge passenger cars, trucks, buses and taxicabs.

J. Stirling Getchell, Inc., has been appointed to direct the advertising of the Plymouth Motor Corporation. This is in addition to the account of the De Soto Motor Corporation which account the

Getchell agency has been handling.

Advertisers Incorporated, Detroit, will continue to handle the advertising of the Chrysler Sales Corporation, Chrysler passenger cars.

The announcement of the Chrysler Corporation, setting forth the agency appointments for its subsidiary divisions, follows reports that have been current for some time concerning major changes in the handling of its accounts.

* * *

To Market New Parker Pen

Production is under way on a new model fountain pen which the Parker Pen Company, Janesville, Wis., it is reported, will put on the market, starting with distribution the latter part of October. The new pen will eliminate the necessity of a rubber sack container for its supply of ink. Its pen point will be platinum tipped and the barrel will be colored in a spiral design.

To Direct Gilbert Clock Sales

Harold D. Sisson, who has been directing sales of the William L. Gilbert Clock Company, Winsted, Conn., under the supervision of Norman L. Stevens, vice-president, has been placed in full charge of sales and advertising following the resignation of Mr. Stevens. Mr. Stevens has been in charge of sales and advertising of the Gilbert company for the last six years.

Home Again!



76% of The Detroit News circulation in Detroit is delivered by exclusive carriers direct to the home. Over 90% of Detroit News circulation is concentrated in the Detroit trading area within easy access of sales outlets.

By the time you read this, over a half million proud Detroit parents will be listening to the school adventures of their offspring, countless thousands of other Detroit families will have finished the annual trek from vacationland and the first guest they will all welcome will be the Home newspaper—The Detroit News. The only Detroit newspaper that reaches deeply into the problems of home management, home economics, school and civic life, this medium is both guide and counsellor to the great home-dwelling element in the Detroit market. Hundreds of thousands of letters voluntarily written to the editors on every conceivable subject bear witness to the intimate contact between The News and its readers and indicate the reliance placed on its columns. Advertisers can translate this reader interest into sales by concentrating their appropriation in The News, for this newspaper reaches 71% of the better income homes and gives you the greatest coverage in every other class besides.

The Detroit News

THE HOME NEWSPAPER

New York,
I. A. KLEIN, Inc.

Chicago
J. E. LUTZ

HOW LONG *should one*



... and Abraham Lincoln replied: "Just long enough to reach the ground." ... By the same common sense kind of reasoning, if he had been asked: "How big should a newspaper's circulation be?", he would no doubt have said: "Just big enough to reach the market."

Business is retrieving its losses through the elimination of waste. The process is well under way. Nothing is exempt from the hard, sharp pencil of the cost expert. And nothing is being more intently studied than advertising costs.

The new theory, or rather the old theory newly called back into service, assumes complete co-ordination of sales and advertising effort, looking toward

THE CHICAGO

CONCENTRATED QUALITY QUANTITY

National Advertising Representatives
250 Park

Copyright, 1932, The Chicago Daily News, Inc.

CHICAGO
Palmolive Building

PHILADELPHIA
Record Bldg.

DETROIT
New Center Bldg.

How h
circulat

ORGE
YORK

N FRAN
Madno

And man's legs be?

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the progressive consolidation of markets *one at a time*. And to accomplish this each market is treated as a separate and distinct unit and receives undivided attention, independent of other markets perhaps quite as important. This means that there shall be no overlapping . . . no dabbling with other tasks while Chicago, let us say, happens to be the market objective. .

its losses
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.

Under this new order the advertiser must differentiate between trading area circulation and far-flung, outside circulation which has no bearing on the task of winning a specific market. One result of this enforced concentration has been a new approval of trading area circulation and a nationwide avoidance of Scatteredville.

rather the
illed back
complete
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ng toward

"How big should a newspaper's circulation be?" And the amal-

gamated experience and judgment of the advertising world says: "Just big enough to reach the market." Pad your circulation if you please. Put tomorrow's date on the paper you sell today. Use every known circulation hypodermic—contests and what not—to make it bigger, put it on stilts if you will—and still your paper is only worth to the advertiser in proportion to what it will do *in one specific market*.

The Chicago Daily News concentrates its circulation 96% inside the Chicago trading area. It is big enough to reach, specifically, the Chicago market and no bigger. Meaning that when you buy space in The Chicago Daily News you pay for what you get and you really get what you pay for. It dominates because it makes its advertisers dominant in the Chicago market.

CHICAGO DAILY NEWS

ITY QU EVENING CIRCULATION

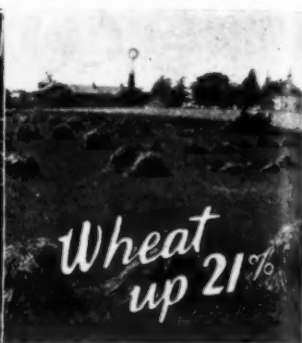
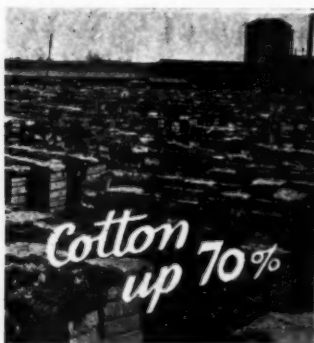
representative GEORGE A. McDEVITT CO.
250 Park YORK

DETROIT IN FRANCISCO
ew Center Bldg. Knadnock Bldg.

Financial Advertising Offices
NEW YORK
165 Broadway

CHICAGO
29 S. LaSalle Street





Into the Southwest and Out of the Red!

The Southwest is leading the nation out of the business doldrums, opines M. H. Cahill, president of the Missouri-Kansas-Texas Railroad, after an extended tour of inspection.

Business activity in Oklahoma City measured by bank debits for the three months ending July was 12.7% above the national average, according to Sales Management's September 1st survey. July department store sales were 7.8% better than the average for the tenth federal reserve district, showing a 10.5% improvement over June.

The price of cotton, the big cash crop of the Oklahoma farmer, has advanced 70% over the 1932 low. Wheat has jumped 21%, cattle 29%, and hogs 33%. Rising farm prices are spreading to other raw materials and stimulating buying all along the line.

Concentrate sales effort in the heart of the Southwest—the Oklahoma City Market—and watch selling costs climb out of the red. Here unit sales cost is low when the Oklahoman and Times do your selling job thoroughly and *alone* at one low advertising cost.

THE DAILY OKLAHOMA

The Oklahoma
Farmer-Stockman
Station WKV



OKLAHOMAN CITY TIMES

Represented by
E. KATZ SPECIAL AD-
VERTISING AGENCY

Deficiteers and Deficiteering

Economic Improvement Supplies Opportunity for Advertisers to Get Away from Seeming Unwillingness to Make Money

By Thomas J. Foster

Chairman, National Bridge Works

PROFITLESS selling is the most disturbing factor on the business horizon today. At a time when the making of a fair profit is absolutely essential to business recovery, there are many executives who not only will not make a profit themselves but, because of their policies, deny their competitors the right to make a profit.

This condition exists throughout the fabric of business, among suppliers of basic commodities, fabricators, wholesalers and retailers. In a recent article in *The Iron Age* I characterized the business men who encourage profitless selling as deficiteers and called them "Industrial Murderers."

Today business sentiment is better than it has been for many months. Certain key industries are showing a definite and hopeful rise in volume and this means that others inevitably will feel the helpful push of an upswing. What does it avail, however, if we put on night shifts if the merchandise that we manufacture is not to be sold at a profit?

This apparent unwillingness of certain businesses to make money is due, in some cases, to an apparent ignorance of economic facts. Frequently, a mill will take an order at what amounts to a loss in order to keep running. During the last few years, particularly, although profitless selling has been going on for a much longer period, getting the orders has loomed much larger in some executives' eyes than making a profit.

Behind all this, however, is a new kind of destructive competition, the effort of the big fellow to take every advantage of his size and position in order to take business away from his smaller competitors. In some cases this is not deliberately planned as an effort to eliminate competition but is due to the fact that the big fel-

low has grown to a size where, in order to keep his organization together, he must feed it a certain amount of business whether that business is taken at a loss or at a profit. Fortunately for him, he is usually able to take up the slack by a few spectacular operations in which it is hopeless for the small fellow to compete.

In this way a large organization, engaged in furnishing certain material for construction can, by efficient work in finishing a contract long before the period set down in the contract, make enough profit on a single job so that it will be able to bid against competition for smaller jobs at competitively ruinous prices.

In the field of retail selling, the large chain or large department store, because of the widespread nature of its activities, can take a heavy loss on certain well-known advertised articles and make up that loss on private brands.

The New York Department Store Situation

This is the well-known principle of the loss leader, carried, however, far beyond the bounds of business reason or common sense. The ridiculous situation which maintains in the New York department store field for instance, with a half dozen of the most important stores saying in one way or another that they will not be undersold benefits no one, as the annual statements of these stores clearly indicate.

The deficiteer sets up a vicious series of circumstances. There are two kinds of money—cash money and credit money. Every cash dollar supports on an average about five credit dollars. When, therefore, an article is furnished at a loss of one cash dollar it reduces the potential volume of business by \$6.

Thus, the deficiteer has a serious

effect on the financial condition of the community. He makes prices and competition must meet these or go out of business. When a condition like this is extended long enough, credit is badly impaired. Once this happens markets are flooded with distress stocks put there to raise immediate cash.

As a result, credit is generally curtailed and this continues until the market is in the hands of the strongest or until some outside influence brings about stabilization. Meanwhile, salaries are cut and buying power lessened. This results in a lowered demand which, in turn, results in lower prices, further reductions of salaries and further reduction of buying power.

There has been a lot of talk about "scraping along the bottom" and "looking for the upturn" but it is difficult to see how we can get back to a permanent basis of prosperity without getting back to a permanent basis of profits.

Permanent prosperity can only come with a distinct limitation of *Laissez Faire* economic policies.

A correction of present conditions can be brought about in only two ways and business must face the fact that it either must enter a program of co-operation unhampered by Government interference, or else it must expect to see the Government in business on a vaster scale than anyone has yet dreamed of.

Reform Through Trade Associations

The most logical method of bringing about a reform of the situation would be through the co-operative effort of business by means of trade associations or other co-operative groups.

Here, however, there are two big obstacles. The greatest of these is the indifference of leading business factors. No co-operative agreement is worth the paper it is written on if one or two of the biggest factors in an industry remain outside. The smaller companies can get together and pass resolutions by the yard, but these are so many empty words and the smaller industries know it unless they can be assured that

the letter, as well as the spirit of the resolutions, will be lived up to by all of the leading competitors in an industry.

The Way Things Stand in the Steel Industry

In the steel industry, for instance, as far back as 1910 Judge Gary made a definite campaign against the evils of destructive competition. From 1920 on the whole industry seethed with discussion of the evil effect of profitless prosperity which is a way of matching the results of destructive competition. In spite of all this work defeciteering is being carried on in the steel industry just as merrily as ever, largely because certain important factors in that industry will not say, "Thumbs Down."

The Swope Plan is an example of the type of co-operative effort which industry needs generally. Whether this co-operation comes under the guise of trade associations or under some other aegis makes no particular difference so long as the ultimate goal is the same and so long as industrial leaders will live up to their desires.

The second basic weakness of the hope of solution through co-operative effort is pointed nicely by the Swope Plan, itself. Mr. Swope was very careful to indicate that what he hoped to accomplish could not be brought about so long as the present anti-trust laws remain as they are and so long as the Federal Trade Commission strays so far afield from the original purpose of Woodrow Wilson and other early sponsors of this body.

If the leaders of any industry in the country were to meet in New York tomorrow for the purpose of correcting price conditions, they would immediately be under the suspicion of the Federal Trade Commission which, in its efforts to protect the public, is in grave danger of seriously damaging the very people it wishes to protect.

If business does not get together on a basis of this kind there may arise a demand on the part of certain executives and labor organizations that the Government step in to assure dividends for the stock-

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holder and wages for the laborer. To be sure, such a consummation could not be brought about without long agitation, but if it ever did occur business would find itself directly under the thumb of Government.

Such Government control is not unthinkable in the light of the operation of the Interstate Commerce Commission, various public utility commissions, a numerous body of excess profit tax legislations, etc. The Government has clearly established its right to say, "Thou Shalt Not Carry Profit to Destructive Limits." Is there any reason to believe that it cannot enact laws saying, "Thou Shalt Not Cut Price Levels Below Fair Profit Levels?"

Large corporations should have the foresight to demand a reform of current practices. If they will not do this, it is up to business generally to bring the pressure to bear which will whip the arrant defeciteer into line and assure a fair profit which will mean fair wages, restored buying power and a sound basis for prosperity.

Bicycle Trade to Sponsor New Campaign

The Cycle Trades of America, at its recent convention in Atlantic City authorized an advertising fund of over \$200,000 to promote the use of bicycles in this country. The fund will be raised from among the members of the organization. The major portion of the fund will be used in newspaper advertising, it is reported.

W. B. Stephenson, of Marion, Ind., was elected president of the Cycle Trades of America.

Burberry to Resume American Advertising

Burberry overcoats, after a period of advertising inactivity, will be advertised in this country again, beginning the first week in October. Class and college publications will be used. The advertising account of Burberry, Ltd., in the United States is handled by The Alfred S. Hearn Company, Inc., New York.

W. H. Larkin Joins "Ladies' Home Journal"

William H. Larkin, for many years director of the media department of MacManus, Inc., Detroit advertising agency, has joined the Detroit staff of *The Ladies' Home Journal*.

New Fall Campaign for G-E Hotpoint Ranges

The Edison General Electric Appliance Company, Inc., has completed plans for a new fall sales campaign featuring G-E Hotpoint ranges. The campaign, which will also include Christmas range selling activities, will include special magazine and newspaper advertising, outdoor posters, a radio program, window displays, direct mail, cooking school demonstrations, slide films, sales correspondence lessons and sales contests which have been outlined for the use of retail outlets. Special emphasis is placed on the use of direct mail, four direct-mail folders having been prepared for the Christmas selling.

Dairy Account to Van Sant, Dugdale & Corner

The Dairymen's League Co-operative Association, Inc., New York, has appointed the Syracuse, N. Y., office of Van Sant, Dugdale & Corner, Inc., to direct its Dairylea milk advertising in all territory except the New York metropolitan area. Advertising in the latter area will continue to be handled by Hanff-Metzger, Inc., New York.

Now Stephen Leeman Products Corporation

Ming, Inc., New York, Ming Cha tea and other imported food products, has changed its name to the Stephen Leeman Products Corporation. Stephen Leeman continues as president of the new company.

Shoe Account to Van Sant, Dugdale & Corner

The W. B. Coon Company, Inc., Rochester, N. Y., maker of Wilbur Coon shoes for women, has appointed the Syracuse office of Van Sant, Dugdale & Corner, Inc., advertising agency, to direct its advertising account.

Klau-Van Pietersom-Dunlap to Handle Wrigley Campaign

The William Wrigley, Jr., Company, Chicago, has appointed Klau-Van Pietersom-Dunlap Associates, Inc., to handle a newspaper campaign which will be run in the East this month.

F. S. Mygatt Joins "Cosmopolitan"

F. S. Mygatt, for the last five years with *Delineator*, in the New York territory, has joined the Eastern advertising staff of *Cosmopolitan*, New York.

Appoints McCann-Erickson

The Hecker H-O Company, Inc., has appointed the San Francisco office of McCann-Erickson, Inc., to direct its Pacific Coast advertising.

Why Publishers Allow a 2 Per Cent Cash Discount

ROGERS-GANO ADVERTISING AGENCY, INC.
TULSA, OKLA.

Editor of PRINTERS' INK:

Could you advise at once if it is customary among the larger agencies to allow clients cash discount only on the net of space bills?

ROGERS-GANO ADVERTISING
AGENCY, INC.

IT is practically a uniform policy for agencies to pass on to their clients all discounts on space billings, in amount as received (not in percentage), the agencies keeping their full 15 per cent agency commission.

If the total cost of space for an advertisement is \$100 and there is a cash discount of 2 per cent, this is applied by the publisher against \$85, the net amount after deduction of \$15 for agency commission. The agency bills the client \$100 less the amount of the cash discount, \$1.70, or \$98.30.

A few agencies several years ago allowed 2 per cent on the full amount of \$100 standing the cost of the difference between this \$2 discount and the amount of \$1.70 allowed by the publisher. Some agencies may even follow this practice today, but it is exceptional.

Two per cent cash discount is almost the universal standard for advertising media. Among the daily newspapers which pay cash discounts there are only a few exceptions to the 2 per cent discount allowance on net. One of these allows 2 per cent on gross, another 3 per cent on net and a third 5 per cent on net. Only 125 out of more than 2,000 daily and Sunday newspapers allow no cash discount.

Magazines and farm papers follow the 2 per cent on net standard in all but a very few instances. In the field of radio broadcasting the situation is about fifty-fifty, some allowing a cash discount and others not. Among business papers the 2 per cent practice largely prevails, whether an agency commission is allowed or not.

Although the practice is almost uniform among all publishers,

nevertheless advertising agencies frequently are called upon to make explanations to their clients, especially new advertisers, who cannot understand why payment for advertising must be made within a ten-day or fifteen-day period.

Two per cent is a sizable discount for payment in ten or fifteen days. The contrast with regular mercantile terms of thirty days puzzles those unfamiliar with the purpose underlying the ten-day period as applied to the payment of advertising space.

Obviously, any cash discount is made to facilitate collection. In the advertising business payment must go through many hands and details before a publisher is reimbursed. Bills are rendered to the agency, which must forward them to the client. The client also must check the bills, send his check to the agency which must issue its own check to the publisher.

All this intricate detail makes it advisable to have a special inducement to facilitate transit of funds from client to publisher so that he will have money to meet his bills for paper. This, for many publishers, is one of their heaviest costs of doing business. Paper must be paid for in thirty days, so the publisher not only must get quick payment, himself, but get it through two transfer of funds.

Agencies cannot be expected to have cash on hand to meet the payment expected from them by all publishers for all clients, so the discount serves as a leverage to stimulate prompt payment by the client, thus functioning as a collection facility.—[Ed. PRINTERS' INK.]

Norwood Weaver with Carter Agency

Norwood Weaver, previously with Calkins & Holden, Inc., New York, has joined the Carter Advertising Agency, of that city, as executive vice-president. He was at one time with the Curtis Publishing Company and, later, was for seven years vice-president and director of the then F. J. Ross Company, New York.

Worcester, Massachusetts

Increasing Coverage at Decreasing Cost

The present rate card of the Telegram-Gazette was put in effect in July, 1926; it was based upon an average net paid daily circulation of 92,092. The same rates prevail today, although for more than five years the average net paid daily circulation of the Telegram-Gazette has exceeded 100,000—for the two years 1930-1931 it exceeded 105,000.

More Than 14% Increase in Coverage NO Increase in Advertising Rate

Throughout the entire Worcester Market, city and suburban, the Telegram-Gazette gives adequate and economical coverage—a coverage that in the past few years has shown substantial increase, at a lowering cost per thousand of circulation.

In the past ten years the circulation gain of the Telegram-Gazette has been 44% or 32,258—a GAIN greater than the ENTIRE present circulation of Worcester's other newspaper.

This has been no mushroom growth, but a steady, consistent gain based upon increasing reader interest in these newspapers and increasing reader appreciation of the service rendered by the more than 700 Telegram-Gazette employees and 2,134 Telegram-Gazette carriers and newsboys. A century-and-a-quarter of service lies behind the present great influence of the Telegram-Gazette in Worcester and the Worcester suburban area.

\$224,000,000 is spent at retail every year by the buyers of this rich and stable market in which 50.59% of all families own their own homes—61.97% have savings accounts—55.55% have residence telephones—46.90% own radios—45.68% own pianos.

Cultivate this responsive market through the Telegram-Gazette, read daily in more than 85% of all homes, in Worcester and the average 18-mile suburban trading area, which regularly, every day, receive a Worcester newspaper.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

Mr. McCann Abandons



THE BOONE MAN REPRESENTS
27 HEARST NEWSPAPERS

DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News
Washington Times-Herald
San Francisco Examiner

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
Omaha Bee-News
San Francisco Examiner

Baltimore American
Washington Herald
Atlanta American
Seattle Post-Intelligencer

OLD LEVELS

"Leave old levels, old habits, old methods behind . . . particularly when the going is bumpy." From an advertisement of McCann-Erickson, Inc.

WE AGREE. Unquestionably, old levels of thinking have altered . . . old ideas of a "broad national market" have changed to the newer, sounder conception of a nation of *many markets*, each a problem in itself, each capable of yielding *profit* when backed with an understanding of its *particular* requirements.

The Boone Organization represents 14 of these markets, in which 27 of the Hearst newspapers make it their business to show *what* the markets will buy and *how* they can best be sold . . . what *modern* method is most productive under *modern* conditions.

This information, constantly kept up to date and made easily available, has been helpful in many recent sales successes.

A maker of automobile polish trebled his number of outlets and substantially increased sales; a baker increased his sales 500% in a highly competitive market; a candy manufacturer introduced a new confection, secured adequate distribution in 30 days, then tripled it.

These, and scores of similar cases prove the soundness of picking markets of *known probability* and pounding them with the influence and the store-door pressure of powerful newspapers.

CALL THE  BOONE MAN

RODNEY E. BOONE ORGANIZATION

A UNIT OF

HEARST ADVERTISING SERVICE

New York

Boston	•	Chicago	•	Detroit	•	Philadelphia
Rochester	•	Cleveland	•	Atlanta	•	San Francisco
		Los Angeles	•	Seattle		

Hand-Picked Dealers Prove Best for Intensified Sales Effort

Why American Radiator Confines Replacement Selling Campaign to 5 Per Cent of Its Customer List

By Bernard A. Grimes

TWO years ago the American Radiator Company conducted an interesting and resultful campaign to secure replacement business.

The company's entire retail trade without reservation was invited and urged to participate. Cities and communities were canvassed for prospects and upon these, through the dealers, an intensive selling effort was waged.

All this worked out pretty well. But wisely and properly enough the company took careful note of all the apparent defects and weak spots which showed up.

The result was that when it started a similar campaign six weeks ago, only about 5 per cent of its dealers were allowed to participate.

The selection of these dealers was a job assigned to individual salesmen. Each was instructed to pick out the plumbing and heating contractors in his territory, not exceeding 5 per cent of the total, who in his opinion were the most receptive and teachable—who were sufficiently merchandising minded to give promise of becoming thoroughly aggressive and alert.

The whole proposition is based upon the thought that it is not sufficient merely to urge the dealers to sell but that the best way is to show them how.

"We fully realize," says M. J. Beirn, vice-president and general sales manager, "that not every contractor knows how to sell by any manner of means. It is customary for him to submit a bid on a job that an owner has already decided to build. Under this practice the contractor has merely supplied a demand and, of himself, has added nothing to new outlets for the industry.

"It was not enough, we decided,

to urge the contractor to dig up prospects. We should go the whole way and teach him how to sell to people who had not given thought to the purchase of heating equipment, thus actually making him a real factor in creating new business."

The limited 5 per cent, it is believed, will cover the most active outlets responsible for a very large majority of the company's distribution. Salesmen were cautioned to be positive that every man selected would qualify on the points of good workmanship, willingness or ability to sell and financial responsibility. To make certain on the last point, the company demanded a financial statement from every contractor participating in the campaign which, if approved, made him qualified to sell on the company's time payment plan.

Deferred Payment Had Proved Its Worth

The time payment plan had proved its value as a result of the earlier educational work. The campaign of two years ago had impressed on the minds of contractors the fact that selling must be done the way people want to buy and not the way the dealer wants to sell.

At first the majority of dealers were opposed to the time payment system. Two years of its use revealed that 90 per cent of all modernization prospects called on were closed on a time payment basis but that only 17 per cent were settled up that way. This demonstrated to dealers that they had to use that feature to get a prospect interested, and, once interested, he often would have the job done for cash.

Every contractor participating in the current campaign has submitted the names of a certain number of

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prospects who live in their own homes and who are without the advantages of radiator heat. The next step is to get him to make a preliminary call on these prospects. Following this, the company gives him a first-class salesman one day a month for the dealer's exclusive use to go out and sell prospects.

It was felt that there was a decided place in the program for direct mail, not as a substitute for personal calls, but purely as one means of contacting the prospect.

All sales promotion material was assembled in a portfolio to enable salesmen to present the plan to their selected dealers. The use of red on the covers lent emphasis to the campaign theme "Out of the Red in '32."

Dealers were told that, for the first time in the history of the American Radiator Company, they would have to pay for every bit of material they got. When a dealer reaches a predetermined quota, he is to get a rebate on the money he paid for material ordered by him.

From among those to whom the company wrote explaining the plan, 65 per cent immediately accepted the proposition. No checks were accepted, however, until salesmen told the story personally and dealers agreed definitely, in writing, to do what was expected of them.

Each participating dealer is referred to throughout the campaign as a "Qualified Modernizer!"

He has been provided with a unique booklet to aid him on telephone solicitations. The sole purpose of this book is to sell prospects on an interview.

Instructions are given on how to open the conversation with tabbed pages as an aid to quick reference in meeting seven anticipated objections. These are:

"We can't afford it."

"Possibly later but not now."

"Our heating system is satisfactory."

"I'll speak to my husband about it."

"We are going to buy a heating

Report on Qualified Modernizers "Out of the Red in '32"

Today _____ (Date) I Called on

Trade _____

City _____ State _____

1. Has he received his kit? () yes () no.

2. Is our window streamer displayed? () yes () no.

3. Is our Decalcomania displayed? () yes () no.

4. Is his mailing list in? () yes () no.

5. How many post cards returned from No. 1

Piece _____ No. 2 Piece _____ No. 3 Piece _____

6. How many Prospects has he telephoned _____

7. How many Bids submitted on Proposal Folders _____

8. How many live prospects has Dealer to work on _____

9. Trade and myself made _____ calls on

live prospects today.

10. No. of jobs closed to date _____

a. From mailing list _____

b. From other sources _____

11. On how many prospects has he made first

personal calls _____

12. On how many prospects has he made second

personal calls _____

Salesman _____

Branch _____

**Salesmen Are Required to Fill Out a Postcard
Questionnaire for Each Dealer Called Upon**

system from . . . "

"We do not own our home."

"We are going to move."

To assure a proper job being done and to avoid any misunderstanding between dealer and customer, the company provides a proposal folder with approved specifications. This brings to the dealer an added appearance of solidity and compares favorably in contrast to the usual brief letters that accompany bids.

Dealers are instructed to submit addenda bids covering a better grade of merchandise. This is done first, to make it compulsory for

WHY do ads get greater attention in Liberty?

How Advertisement Ratings Follow Editorial Rating

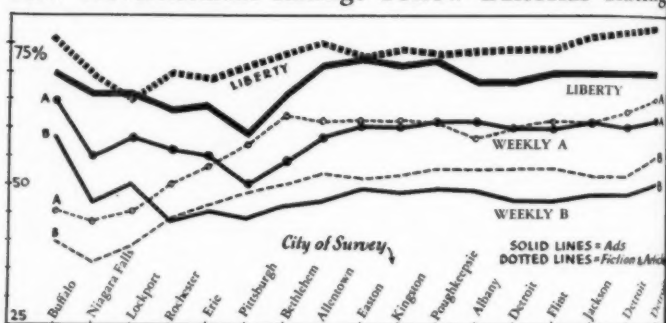


Chart shows how each additional sample of 50 changes the trend line for each magazine.

FOR 18 consecutive weeks, Percival White, Inc., has been counting the relative proportion of persons who actually see and read the ads in Liberty and two other mass weeklies. (For 6 weeks last summer, Dr. Gallup did the same thing.)

During 22 out of the total of 24 weeks studied, all advertising pages in Liberty averaged greater attention value than in either of the other leading weeklies. An added attention value equivalent to some 220,000 more real, seen circulation per average advertising page than in the second weekly; 170,000 more than in the third weekly—regardless of A. B. C. reports on "delivered" circulation. And regardless of the fact that these wider-acting advertising pages in Liberty actually cost \$950 less than in the second weekly, \$2,950 less than in the third.

Now, advertisers and agents persuaded by 22 weeks' repetition of the same profit-promising conclusions, scrutinize Liberty with a 1933 eye and ask how such untraditional conclusions are possible.

Four Points to Consider

The first is that Liberty's editorial policy was inaugurated within the present decade

rather than merely the present century! It is handy in size. Its stories and articles are brief, concise, timed for the 24-hour day. It suddenly crowded with movies, radio, and automobiles. Its headlines and illustrations are planned like those in advertisements—to attract the reader on reading the story or article, not merely to "offer" it the way automobiles were "offered" ("Here is an automobile. It has four wheels and everything etc.!") before a score of automobile manufacturers began their advertising competition.

The second point is that the Public indicated the success of Liberty's editorial formula by rushing to buy it faster than the presses could print it. In a field "saturated" with 22,000,000 magazine circulation per issue, Liberty swept up beyond the 2,000,000 mark within 5 years—an unprecedented circulation record.

From the very beginning, 99 per cent this circulation has been copy-by-copy demand. That means that we print more than 2,000,000 magazines every week, \$2 a year without any bulk of subscription contracts to guarantee the investment. We must rely on more than 2,000,000 men

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Rating

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LIBERTY

ES = Ads
ES = Fiction & Ad

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Advertiser: Camels
Agency: Wasey & Co.
Space: Bark Cover
Attention Value:
6% better in 1st weekly
than average page and
1% better in 2nd week-
than average page.



Advertiser:
Life Savers
Agency:
Lennen & Mitchell
Space:
4-Color Page
Attention Value:
64% better than average
page



Advertiser:
Grape-Nuts
Agency:
Young & Rubicam, Inc.
Space:
2-Color Page
Attention Value:
61% better than average
page

men making up their minds all
er again 52 times a year. And
ey keep doing it! They must want
read it! Every issue!

The third point in connection
th ads getting greater attention in
erty is the mechanical arrange-
ent of the contents. Liberty was
gun when advertising had begun
be accepted as an integral part of
magazine's contents—rather than
something to be slipped in as ex-
tra baggage with what the reader
ought. Instead of segregating edi-
tial contents in front, therefore,
el satisfying the advertiser who
alized the value of position next to
ading matter by sending colorless
overs into the back with the
ertising—Liberty began the mod-
sements—to a policy of completing all stories
d alternating advertisements with
complete stories.

So that in Liberty, advertising
ention value (outside of the ad-

vertising profession!) is not largely
dependent on the number of persons
who happen to like the story whose
runover is adjacent to the advertise-
ment! (Gallup and White show a
significant relationship between the
two!) As many complete, important
features are in the back of the
magazine as in the front. Even the
reader's first inspection of Liberty,
before he selects the stories and ar-
ticles that he wishes to read, must
carry him from cover to cover,
parading all the advertisers before
his eyes.

The fourth and final point indicat-
ing why ads enjoy greater real, seen
circulation in Liberty is simply
White's statistical count of the
ACTUAL reading which Liberty's
editorial features apparently enjoy.

For 12 out of the 17 weeks studied,
Liberty's editorial contents were
found to have been more thoroughly
read than the editorial contents of
either of the other two leading week-
lies. The average Liberty reader
reads a greater number of the fea-
tures offered than does the reader of
either of the other two weeklies. The
average Liberty feature is read by
a greater proportion of those who
have Liberty than is true in the case
of the other magazines.

The chart opposite shows how Lib-
erty's leadership in advertisement
attention value is paralleled by its
leadership in editorial contents read-
ing. It indicates the fundamental
relationship between "America's best
read advertisements" and the ratings
that justify the slogan of

Average Page Advertisement in Liberty

	Per Cent of Extra Persons Noting	
	Over Second Weekly	Over Third Weekly
This Week (September 3 issues)	2% (less)	36%
3 weeks to date (tr. of White surveys)	15%	40%
Projection of Extra Volume of Persons Noting		
	Over Second Weekly	Over Third Weekly
	This Week (September 3 issues)	7,446 (less)
3 weeks to date (tr. of White surveys)	224,402	171,483

Liberty

America's BEST READ Weekly

HIGHEST RATED ADS OF THE WEEK

SEPT.

3

The first is that Liberty's editorial policy was inaugurated within the present decade

a year without any bulk of subscribers contracts to guarantee the investment. must rely on more than 2,000,000 men

dealers to feature better merchandise and perhaps increase the unit sales and, second, to make the prospect who is being influenced by cost to get a competitive bid from the company's own dealer. In effect, this gives the dealer two shots at the one prospect.

Window streamers, decalcomanias, counter displays, a prospect card file for follow-up, all have their place in the program. A special magazine goes to all qualified dealers, highlighting various items that are evidence of sales being made by those using the plan.

Employees of the company are urged to co-operate in digging up prospects. For every sale made to such prospects, a bonus of \$3 is paid. Honor rolls of the standing of employees are issued in bulletin form.

Profit Sharing Bond an Incentive

Newspaper advertising is used in those cities where there is a decided trend toward home modernization. Another incentive to uncover prospects is a "Profit Sharing Participating Bond" issued to owners of American Radiator heating equipment. This carries ten coupons, each of which is redeemable by the dealer issuing the bond and makes it possible for a customer to earn \$5 for every lead that results in a sale.

Inquiries received direct by the company are sent to branch offices for distribution among dealers at the discretion of branch managers.

The campaign, while designed specifically for those dealers selected by salesmen, has an elastic feature which broadens its scope. Jobbers were notified in advance that the campaign would be made available to dealers whom they recommended, provided that the jobbers would guarantee to supply their salesmen to work one day a month with each dealer in closing sales.

Follow-through includes letters to all dealers requesting reports on the progress they are making. Once a month they will be asked if they are getting the proper sales assistance from the company's

branch offices. Salesmen are required to fill out a postcard questionnaire for each dealer called upon.

Not only does this card quickly throw light on any weak spots in the campaign but, in Mr. Beirn's opinion, when a salesman fills out the twelve questions asked him, he has a comprehensive and intimate knowledge of that individual dealer's status.

All this work, naturally, requires a great deal of a salesman's time. His forty-page instruction sheet, however, has its compensating news for him in the explanation that he will get a bonus for any order closed by any dealer in his territory, as well as those which the salesmen helps to close. In doing this it is believed that the salesman will be encouraged to help his dealers select better names, confident that he can concentrate on the more difficult prospects without fear of losing out on those that can be closed without his assistance.

Campaign Will Continue Until December

The campaign began August 1 and will continue until December 1. A daily tab on progress is recorded on a movable bulletin board that is kept in the office of A. R. Herske, sales promotion manager, in charge of the campaign. Opposite the name of each salesman is recorded the number of qualified dealers in his territory; the number of prospects being worked on; number of jobs sold, number of sales closed by dealers and those closed with the salesman's assistance.

"It is our belief," said Mr. Herske, "that the creation of any idea for a sales promotion campaign is entirely secondary to the plans for execution of the idea. We hold no brief for a plan that is brilliant in idea and attractively presented, if personal effort is inadequately co-ordinated.

"Follow-up by the men in the field is the essence of any campaign.

"Too often sales promotion men believe that if they create literature that is pretty or a portfolio that

Sept. 15, 1932

Sept. 15, 1932

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constitutes a beautiful library of selling helps, the finished job might favorably influence the judges of an advertising award, they have yet to prove a good job. At best only a poor job has been done if it fails to do what is its sole reason for being—sell the merchandise it aims to promote.

"Sales will not result satisfactorily from a campaign that is

really nothing but a beautiful catalog. It must teach salesmen to sell. If dealers are to take us seriously in our drive to take them out of the red we have to help him meet the cold facts he must face when he confronts the prospect. The dealer knows he can't read himself to the desired action. The need is for help in selling as much as it is for the urge to sell."

Tire Prices Jump; Producers See Profit Chance, Now

WHEN mail-order companies join leading tire manufacturers in a general increase in prices of automobile tires and tubes, that is news. It was announced on Tuesday morning of this week that tires have been advanced 11 to 15 per cent, while tubes have been raised 15 per cent, and that the advance has been generally put into effect by mail-order houses as well as tire makers.

Last June, when the new Federal taxes were imposed on tires and tubes, manufacturers sought to pass the tax along to consumers, but mail-order companies, with large stocks of tires in their warehouses, refused to advance prices. Since that time, cotton has risen

2½ cents a pound and rubber is up more than 1½ cents a pound, so that there is a basis for rising prices in advancing costs of raw materials.

If the higher quotations for tires hold, the manufacturer may begin to see a profit, and he is already able to figure something to the good on inventories of rubber and cotton.

Probably this situation is no more welcome to the tire manufacturers than is the termination of mark-downs on stocks of finished tires and tubes on hand to the mail-order companies—not to mention independent dealers. Before the advance, tires were quoted at the lowest levels ever recorded.

Fall Newspaper Campaign for Bab-O

The B. T. Babbitt Company, Inc., New York, has inaugurated a new fall campaign featuring Bab-O in small newspaper space. The campaign will appear in 130 newspapers and will run until the middle of November. A novel treatment is being used which the company refers to as "Third-Dimension Advertising" consisting of an over-all illustration with the copy superimposed upon it. An unusual effect is created by the use of shadows of large white block letters giving a "third-dimension" effect as well as a double imprint of the name, Bab-O.

George Besse, Florsheim Advertising Manager

George Besse, formerly assistant advertising manager of the Florsheim Shoe Company, Chicago, has been appointed advertising manager of that company.

Sisson to Head American Bankers' Association

The American Bankers Association will have as its next president, Francis H. Sisson, vice-president of the Guaranty Trust Company, New York. For several years he was treasurer of the Advertising Federation of America.

Mr. Sisson, together with H. A. Lyon, of the Bankers Trust Company, incoming president of the Financial Advertisers Association, were guest speakers, last week, at a meeting of the New York Financial Advertisers. Congratulatory messages to Mr. Sisson and Mr. Lyon were received from President Hoover.

L. J. Galbreath with Kenyon-Eckhardt

L. J. Galbreath, formerly associated with the Galbreath Associates, New York, has joined Kenyon & Eckhardt, Inc., advertising agency of that city, as an account executive.

Leadership in TOTAL

CHICAGO AMERICAN **379,598 Lines**

Second Paper 372,273 Lines

Third Paper 330,496 Lines

Fourth Paper 195,858 Lines

Fifth Paper 190,557 Lines

Sixth Paper 98,053 Lines

Seventh Paper 94,529 Lines

Eighth Paper 36,873 Lines

Ninth Paper 2,972 Lines

(Authority—MEDIA RECORDS)

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adership in Chicago's evening field

onal Representatives: RODNEY E. BOONE ORGANIZATION

News Flavor in Business-Paper Copy Helps Sell Shoes

Reader Interest Is Created by Snappy Items Telling How Product Is Made and Sold

UP until this year the Jarman Shoe Company, manufacturer of Friendly Five—\$5 shoes for men, had not done any business-paper advertising. Therefore, it decided that once it began to put its story before its dealers and prospective dealers, that story should be told in a new and unusual manner.

"Since we had never used business-paper advertising," says C. P. Clark, vice-president of the company, "we did not want to begin a campaign of 'selling shoes.' We did not want to show styles of shoes or talk about their qualities, etc. We wanted to do one job, only, and that was to build good-will for the company."

"We felt that our dealers needed all the merchandising and advertising help we could give them and that, although we publish our own house magazine, monthly, frequently mailings are made over Mr. Jarman's signature, we should nevertheless add business-paper advertising to our efforts."

The result of the company's cogitations was the recent appearance of a full page headed, "Friendly Five Footnotes" which is a house magazine in miniature with a strong emphasis on news flavor.

A typical page carries in addition to the regular heading the sub-heading "A Letter of information and suggestions for Friendly Five Retailers." There are

three illustrations: A picture of the company's plant, the busy interior of a shoe store which handles the company's products

FRIENDLY FIVE FOOTNOTES

A letter of information and suggestions for Friendly Five retailers.



New plant of Jarman Shoe Company, Nashville, Tennessee

5,241 Footnote in Eight Years

Our success constantly depends on two factors. Our shoes and our merchants. The job is two-fold—to make a profit for you, and to please your customers.

How well have we done the job? Let's examine the record.

International Progress

Year **Footnote**

1924 240 Pairs a day

1932 Largest exclusive manufacturer of men's shoes in the world

Domestic Development

1933 None

1934 1,341

International

1934 None

1935 Forty-eight states

1936 Eighteen Foreign Countries

Why have you continued to handle Friendly Five Shoes, year in and year out? It has been more than loyalty for loyalty pays no rent. The reason is that you have found Friendly Five Shoes to be the fastest selling line of men's shoes on the market. You have found real profit in Friendly Five.

80% of New Stock Imported

We are pleased to report that 80% of upper leathers in Friendly Five is from imported skins. It is the best leather obtainable.

Put a shoe out of your stock. Find

320 Pairs the First Day

Stirling and Colburn opened an exclusive Friendly Five shoe store in Peachtree Street, Atlanta, last month. Within one week of the change we did to help them. Checked every business, checked traffic, outlined new terms and results.

Complete questionnaire for standard Friendly Five shoe store (available to all retailers) and compared by retailers as a valuable design for window, floor space, etc. Last questionnaire placed for opening week. Created special opening sale.

Should I have hesitated and twenty pairs you sold the first day. That's the sort of thing we like to do for dealer who call on us for help.

Brief Footnotes

Do you know Friendly Five is the only five dollar shoe to have a connected shoe in its sport shoe line. This lightweight, well flexible sole means extra padding for you. Plug it in your window during the hot months. Nobody in your price class, and few others, can compete with you.

While general expert business of the country is off 60%, Jarman expert business shows an increase of 19%.



—have them compare with other shoes. They will find the you do about Friendly Five.

JARMAN SHOE COMPANY — NASHVILLE, TENNESSEE

This Business-Paper Page Is a Miniature House Magazine

exclusively, and a tanned hide. There are four items on the page. The first tells of the company's growth from no dealers in 1924 to 5,241 dealers in 1932, and takes the opportunity to show that this growth is based upon a successful product and merchandising policy. Another item tells about the fact that 80 per cent of the company's raw stock is imported. The third relates the experience of an Atlanta shoe store which sold 320 pairs of Friendly Five shoes on its first day in business. The

last item is headed, "Brief Footnotes" and deals with a couple of interesting sales points.

A second issue of "Footnotes" deals entirely with the experiences of a single store. Here, however, the informal flavor of the copy is maintained by breaking the copy

up into short paragraphs and inserting several pictures.

"There is no set rule for the material that is included in this series of advertisements," says Mr. Clark, "except that anything that goes into the page must have news value."

+ + +

Permits Price Mention on Radio

NEW regulations aimed at shortening sales talks in radio programs have been adopted by the Columbia Broadcasting System. Most significant in the changes announced this week by William S. Paley, president, concerns the mention of price.

Discussions with advertisers and advertising agencies, Mr. Paley said, brought out the fact that if a selling story could be crystallized into a mention of price, the way would be opened for briefer and more potent sales talks.

Therefore, the new regulations permit the naming of price within these limitations: Two mentions on a fifteen-minute program; three on a thirty and not more than five on a sixty-minute program. Competitive or comparative prices are barred.

While this policy is new for Columbia, mention of price has been permitted on independent stations; and the National Broadcasting Company, which recently adopted a policy of permitting it on day-time programs, has extended it to evening programs as well.

Mr. Paley also announced that the total length of all sales talk on

a fifteen-minute program shall not exceed ninety seconds; on a half-hour program not more than three minutes, and on an hour program not to exceed six minutes.

Sales talks, further, are not to exceed more than 150 words a minute.

The Columbia changes, it is reported, are made in response to discussions which have been taking place during the last twelve months with reference to objectionable and excessive commercial continuities.

Senator Couzens, in a resolution introduced before the Senate recommended that program advertising be limited to sponsorship mention.

Discussion by advertisers and advertising agencies, following this recommendation, was to the effect that enforcement of such restrictions would drive advertisers from program sponsorship.

A study of the radio programs of sixteen advertisers, made by one authority, revealed commercial continuities varying in length from 20 per cent to 1.6 of the broadcast. Only one advertiser used 20 per cent, two 13 per cent, one 10 per cent. The remainder all used less than 10 per cent.

+ + +

H. G. Schuster to Join Chicago "Daily Times"

H. G. Schuster, formerly advertising manager and national advertising manager of the *Chicago Daily News*, will join the *Chicago Daily Times*, effective September 19.

F. L. Rockelman with Continental Motors

Fred L. Rockelman, until recently president and general manager of the Plymouth Motors Corp., has become associated with the Continental Motors Corp., Detroit. He was at one time director of sales of the Ford Motor Company.

To Represent Tampa "Times"

The Tampa, Fla., *Times* has appointed the E. Katz Special Agency, publishers' representative, New York, as its national advertising representative.

Has Mifflin Chemical Account

The Mifflin Chemical Corporation, Philadelphia, has appointed McKee & Albright, of that city, to direct its advertising account.

JOURNAL READERS ARE



FOOD

Journal readers are buying food for 1,950,000 meals a day. That's three meals a day for 650,000 families—the largest evening circulation in America.

And mark that word *evening*—it means that the New York Evening Journal is read in the home, where food is used.

Looking at these figures, it's easy to see why The Journal stands head and shoulders above any other paper in New York in its volume of food advertising.

It's easy to see why A & P has totaled more advertising in

THE JOURNAL GOES M

THE NEW YORK EVENING JOURNAL PRESENT

RSARE BUYING



Photo Courtesy THE GREAT ATLANTIC & PACIFIC TEA COMPANY

The Journal than in any other New York paper in the past ten years.

Why, for 10 years, The Journal has topped the list in main grocery store advertising.

Why, in total grocery product advertising, The Journal is led for the past nine consecutive years.

Why, in the first half of 1932, The Journal leads both grocery product and retail grocery advertising.

1929—in 1930—and again in 1931—*America's Greatest Evening Newspaper* was the only New York paper to carry an annual total of more than a million pages, advertising products sold through grocery stores.

Advertising in 1932 . . .

DE MARCHING ON!

URN PRESENTED BY THE RODNEY E. BOONE ORGANIZATION

Why We Advertise a Product That Might "Sell Itself"

Lack of Advertising Might Imply Maker's Lack of Enthusiasm and Then What Would Trade Think?

As Told to Andrew M. Howe

By Roy E. Tilles

Vice-President and General Manager, Gotham Silk Hosiery Co., Inc.

ALMOST every manufacturer at some time or other has dreamed of finding it. But, although some occasionally do make such a dream come true, the search for a product that will "sell itself" is as futile as trying to find a pearl in a restaurant oyster.

We are convinced, however, that in our Run-Proof stockings we have a product that will sell itself. Anyone familiar with the hosiery industry or with the trouble that women have with runs, knows that the hosiery manufacturer's grail has been a full-fashioned knitted stocking which would not run. This month we announced to the trade such a product.

Inasmuch as both the trade and consumers have been waiting for this, why should we advertise it? Won't the demand for this new stocking be great enough to make the disposal of all we can produce easy for some time to come?

These were questions which we naturally asked ourselves after we had perfected our manufacturing operations making possible fairly large scale production of the Gotham Gold Stripe Run-Proof silk stocking. We knew the product was right and that there would be a demand for it. But we decided that we would not dare to trust to word-of-mouth advertising. We went ahead with plans for a large campaign directed both to the trade and the consumers.

Before going into the reasons for this decision, let me say a few more words about the product itself.

Until now, the manufacture of a run-proof stocking has appeared to be almost impossible. The problem has become more difficult as women demanded sheerer stock-

ings, which, of course, necessitated the use of more delicate fabrics.

All of the mechanical problems have been overcome and we have obtained exclusive right to manufacture guaranteed run-proof hosiery under the patents of Alfred Graenz. It is to be sold as part of the Gotham Gold Stripe line and will be made in a full color range and in two-thread and three-thread weight.

Now for the reasons back of our decision to advertise what we are convinced is a "sell itself" product.

Why Business-Paper Advertising Is Used

First of all is the effect of an advertising campaign on our dealers. While it would be possible for us to introduce it to the trade without advertising to consumers or in business papers, such procedure might be interpreted by a few dealers as an admission that we, ourselves, are not particularly enthusiastic about the product. The trade has been educated to look to its trade papers for announcements of new products and new methods and if we were to neglect to put our message there, the omission would be noted.

If we expect our dealers to believe that this new product has all the merits which we claim for it, we must not only take space in the business papers to say this, but we must also take large space and give the announcement an air of importance.

This announcement is big news. It must be treated as such. And we are playing it up in a big way.

Our first announcement to the trade was a double-page spread which proclaimed, in large type,

that "Gotham after months of experiment—after actual wear tests by a thousand women—presents its new 'Million Dollar Stocking.'"

Dramatically we tell the story of this new product and how "You can put a hole in the fabric but you can't make it run!" We discuss all the talking points of the product itself, and also the profit possibilities.

An Opportunity to Dramatize the Announcement

We could tell this same story by letter and through salesmen to our present dealers, but it would be impossible to tell it so dramatically and impressively. The announcement would be just another letter or sales argument to some dealers. By proclaiming it in large space we are, in effect, telling the world. We are calling attention to a sensational development, and we crow loudly about it.

In this way, we open the way for getting new dealers and increase the loyalty of our present dealers by making them realize that they are handling a line which is being merchandised energetically.

Of course, we do not depend entirely on our business-paper advertising to tell the story of this new product to our present dealer organization. On September 1, before the general announcement was made in the business papers, we sent a letter to every one of our dealers explaining, in detail, what the new product is and how it is to be sold.

This letter was signed by the president of our company and was in question and answer form.

Because there has been so much talk and gossip in the trade about the coming introduction of this new stocking we opened up in this letter in the very first paragraph with the following sentence:

"In order to clear up in your mind, the many statements and rumors regarding run-proof stockings, I am submitting the following questions and answers so you may know where Gotham stands in the matter."

Here are a few of the questions and answers:

1. Is Gotham going to bring out a run-proof stocking?

Yes. Gotham is *now* in production on such a stocking.

2. When?

For late October delivery.

3. Is it absolutely run-proof?

Yes.

4. Are you ready to show it now and take orders?

Yes.

We did not ask for any orders with this letter but merely added a postscript which said that in the next few days the dealer would receive order blanks—"which I hope you will fill out and return promptly." And the dealers did. Orders are coming in fast enough now to assure sales of all the new stockings that we can produce during the next few months at least.

Still we are going right ahead with our dealer advertising because, while we may not be able to take care of present demands, it won't be very many months before we will be able to step up our production schedule, and we hope that our present advertising, coupled with what we will do in the future, will not only open new accounts but keep present dealers enthusiastic.

Word-of-Mouth Advertising Not Dependable

We have no doubt that word-of-mouth advertising will carry our story about run-proof hosiery to a great many women. Probably the news would spread fast enough to assure satisfactory sales for some time. It would be dangerous, however, for us to depend upon this.

Sometimes such advertising spreads more slowly than expected and, in addition, it may take a turn in a direction which is not desired. Word-of-mouth advertising cannot be controlled.

It is the job of our consumer campaign to tell women our complete sales story. Those who read this advertising will be able to tell others what they have read. There will be less hearsay and more truth.

The principal purpose of this

HIGHLIGHTS

in a Service that cannot be Standardized

Contest puts product story into 12,000,000 minds

DISCOVERED, a means of putting sunshine vitamin-D into bread—a remarkable story for Bond Bakers. How could we get the whole nutritional story into the minds of the public—not piecemeal—but in one unforgettable picture? The complete story was packed into a 16-page booklet. Around this booklet was built a contest. (You couldn't prepare an intelligent entry without first reading the booklet.) Prizes: 10,000 individual awards worth \$35,000. Contest promoted by newspapers, radio, display material plus efforts of the 6,000 employee-families of General Baking Company. Results: in a total territorial population of 35,000,000, there were 12,000,000 booklets distributed. 2,406,000 actual entries came in (not a typographical error, two million, four hundred six



thousand). Judging directed by BBDO. Preliminary judging done by a specially selected staff of 137 intelligent people, mostly college trained. Picture shows them at work. At con-

clusion of contest, a special goodwill-building consolation contest was run for those who failed to win prizes. If you are an advertiser and are interested, we have General Baking Company's permission to give you the complete story.

7640 pages in business papers in 1931



WE WERE gratified not long ago to learn that BBDO in 1931 placed the largest number of pages in business papers of any advertising agency—a total of 7,640, which was 2,543 pages more than the second agency. It came almost as a surprise because we never think of our business paper advertising in terms of volume so much as we do in terms of the method of producing it. In New York we have a group of writers, art directors and space buyers who specialize on trade, industrial and professional advertising. The advancement of these men depends upon how well they prepare this type of advertising. Consequently they do not think of it as "small stuff" to be hurried through

in odd moments. Our business paper advertising yields nothing in technique to that appearing in consumer publications.

What you don't know MAY hurt you

AFTER pushing hundreds of thousands of doorbells—after making thousands of telephone calls—after



sending out mountains of letters and post cards—our Marketing Department put little stock in the old saw, "What you don't know can't hurt you." On nearly every survey, they have discovered bad conditions that needed remedying—or favorable conditions which were not being capitalized sufficiently. We have no standard way to get this information. Sometimes calls on 15 or 20 key jobbers can do it. Then again we have had to call on 10,000 homes. Our

trained reporters have gone to farms miles apart in the West, and they have asked questions at the busiest corners of large cities. Once when facts were needed quickly, we made a "pocket survey" in Grand Central Station, interviewed people from many parts of the country, in one day—all in the interest of finding out what our client and BBDO wanted very much to know.

A paper man through and through

THIS gentleman appeared recently in an advertisement for du Pont dyes for paper. He was to be seen by paper merchants—and he's a paper man from the top of his high hat to the bottom of his oxfords. This photographic series of paper figures, planned and posed by BBDO art directors, adds a sparkle to what otherwise might have been an average series of advertisements. We believe that any advertising space that is worth buying is worth filling with the most interesting story you can tell.



BATTEN, BARTON, DURSTINE & OSBORN INCORPORATED

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

advertising will be educational. We want women not only to buy a pair of these stockings, but to be able to judge their wearing qualities and their fine appearance. The advertising will teach women what to expect from these stockings. Many women might otherwise buy them without knowing all there is to know about them. We cannot depend upon our dealers to do the whole job.

Immediate Acceptance Assured

Our consumer advertising will assure immediate acceptance of this new product. Women will know about them as soon as dealers have them. There will be no waiting for the women to visit the stores carrying these stockings or waiting until some other woman tells them about the stockings. In this way we control consumer acceptance to a great degree.

Another important factor which will be influenced by our consumer and trade advertising is that of competition. Our advertising will impress upon the trade and the public the fact that Gotham is leading the way. While a patent makes it certain that there will be very little if any direct competition, undoubtedly there will be other manufacturers who will introduce similar products. If we were to coast along and let the product sell itself, some competitor, possibly with an inferior product, might steal the show from us by using large advertising space.

We feel that the importance of this new product makes it necessary that we occupy the center of the stage for the time being. We want the trade and the public to talk about our stockings, and the only way that we can be certain that some other manufacturer doesn't take the limelight is to tell everybody about our discovery right now.

For the present we are going to introduce only two numbers under the new patent. One of these, a three-thread stocking, will retail at \$1.35; the other, a two-thread stocking, at \$1.65. These will be

sold as additions to the regular Gotham Gold Stripe line.

And therein lies another reason for our going to the consumer with advertising.

Hosiery advertising, for some years, has been written around the same old themes. It is difficult to find new talking points. Only occasionally does some new improvement make it possible for a manufacturer to attract attention with an important announcement.

That opportunity is before us at the present time. We have an announcement to make which will interest women everywhere. Not to take advantage of this would be overlooking a rare merchandising opportunity.

This advertising will strengthen the whole Gotham line, we believe, because these two stockings are merely part of our line. Not every woman will want to try the new stockings at once. Not every woman wishes to wear sheer hosiery all of the time. That is why we have a complete line of various weights. All of the other numbers will benefit by the campaign which will be put back of the run-proof stockings.

Consumer Campaign Starts Next Month

The first national advertising in this campaign will appear in November fashion magazines, out in October. For the most part, these will feature the fact that although these new stockings are run-proof, appearance has not been sacrificed. In other words, we are not letting a mechanical process, which makes the production of run-proof stockings possible, overshadow the fact that most women buy stockings because of their appearance.

First we must convince women that these stockings are as beautiful as ever, and that, in addition, they have wearing qualities which have not been possible in sheer hosiery previously.

The newspaper advertising will probably bring out a little more forcefully the wearing qualities.

All of our advertising plans have not been completed as yet.

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Sept. 15, 1932

PRINTERS' INK

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Our business-paper advertising is now appearing, then comes our magazine campaign to the consumers, followed by newspaper advertising in those cities where dealers will co-operate by paying part of the cost.

A little later on we plan to launch an even larger campaign. We are withholding our fire in order to permit our factories to get their production schedules up to the point where it will be possible to take care of any increased demand.

R. E. Vreeland to Direct Paris Medicine Sales

Russell E. Vreeland, formerly assistant sales manager of the Wyeth Chemical Company, Inc., New York, a unit of American Home Products, has been appointed general sales manager of the Paris Medicine Company, St. Louis. He will be in charge of sales in the United States and Canada.

J. R. DeSaxe, recently Eastern sales manager of the Bay Company, a unit of the Parke-Davis Company, has also joined the staff of the Paris company, where he will be engaged in the promotion of old items and the introduction of new items.

New Device Enables Messenger Boys to Make Sales Lectures

A new service, put into operation by the Fairchild-Wood Visaphone Corporation, New York, and the Western Union Telegraph Company, makes it possible for messenger boys to operate a projection machine which, co-ordinated with a transcription arrangement, can be used in delivering illustrated talks to jobbers, dealers and other groups. The Visaphone is the invention of W. Wadsworth Wood.

J. L. Meyer with "Catholic News"

J. Louis Meyer, formerly vice-president of Advertising Counsellors, Inc., New York, has been appointed advertising manager of the New Jersey edition of the *Catholic News*, New York. He will make his headquarters at 40 Park Place, Newark, N. J.

New Account to D'Evelyn & Wadsworth

The El Dorado Oil Works, San Francisco, manufacturers of El Dorado coconut meal, have appointed D'Evelyn & Wadsworth, Inc., of that city, to direct their advertising account. Agricultural papers, business papers and newspapers in agricultural areas will be used.

"Every Month" Soon Ready for Publication

Distribution of *Every Month*, a new tabloid paper edited for the mass market, will begin about October 1 by the Every Month Publishing Company, New York. Allen J. de Castro is president, Randall M. White, managing editor and Benjamin G. Oman, advertising manager.

Every Month is an adaptation for the United States of a publication issued by Mr. de Castro in Latin America under the name of the *Heraldo Latino*. It will be distributed free through the facilities of the Reuben H. Donnelley Corporation.

Distribution to begin in October will be in the trading unit centering about Connecticut, the first of twenty units to be developed in trading areas East of the Mississippi.

Appoint Kirtland-Engel

The advertising of the E. H. Scott Radio Laboratories, Inc., Chicago, manufacturers of Scott Allwave Deluxe radio receivers, is again being handled by Kirtland-Engel Company, Chicago advertising agency. A new campaign will feature a guaranteed short wave reception range of 10,000 miles in general and class publications.

The Franklin Publishing Company, Chicago, is now placing a portion of its advertising account with the Kirtland-Engel agency. A large list of general publications will be used in a campaign featuring several books of instructions published by the Franklin company.

F. M. Tibbitts with "The New Outlook"

Frank M. Tibbitts, recently with the New York advertising staff of *The Farm Journal*, has joined the advertising department of *The New Outlook*, of that city. He was also formerly representative of the *Dairy Farmer* and business manager of the *Dairymen's League News*.

Death of G. Howard Harmon

G. Howard Harmon, president and treasurer of G. Howard Harmon, Inc., New York advertising agency, died at Yonkers, N. Y., on September 7. He was in his fifty-ninth year.

Mr. Harmon had conducted the New York business which bears his name for the last thirty-five years.

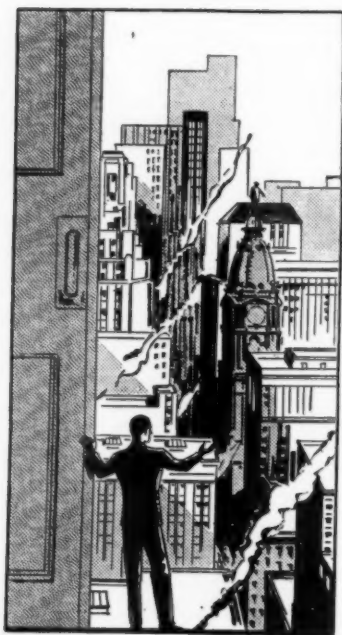
Churchill-Hall Has New Account

William J. Barker, New York, has appointed Churchill-Hall, Inc., of that city, to direct the advertising of Barker Hirsutus, a cleansing hair tonic. Newspaper campaigns are being run in several cities.

Nast Transfers A. C. Shoop

Arnold C. Shoop has been transferred from the Detroit office to the Chicago office of The Condé Nast Publications.

"BOTH DOORS PL if you would enter hi



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CURTIS-MARTIN NEWSPAPERS, INC. . . INDEPT

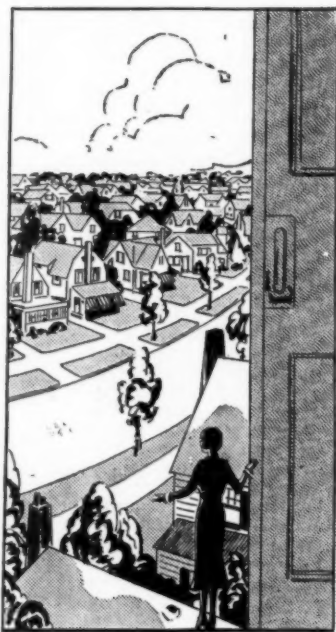
PUBLIC  **LEDGER** The
MORNING EVENING SUNDAY MO

PLEASE!" . . .

enter his great market

ers that most one Philadelphia newspaper seek to reach better than 38% coverage of the A. B. C. suburban homes area. To miss the other 62% at Philadelphia to miss more people than live in the cities of Milwaukee and Minneapolis combined . . . is equivalent to withholding your story from nearly a million potential purchasers in the other suburbs alone.

Philadelphia's A. B. C. area has a population of 372,600. To reach both doors in entering this, America's third market. You can do it through the Curtis-Martin Newspapers—and only through them. Curtis-Martin newspapers provide *Complete market coverage*—not fractional coverage. They give you circulation of a size and responsiveness no other medium or communication can approach.



C. . . INDEPENDENCE SQUARE, PHILADELPHIA

ER The Philadelphia Inquirer

AY MORNING

SUNDAY

Popular State of Mind Often Fixes Trade-Mark Values

And Yet They Wonder Why Attorneys and Owners Are So Jittery in These Stirring Times

By E. B. Weiss

IF psychology is the study of the human mind, then trade-mark attorneys—and those manufacturing executives who have taken a lay interest in trade-mark law—will have to become psychologists, because trade-mark practice is more and more resolving itself into a consideration of the mass mind.

Of course, trade-mark values have always resided in the impression made by a mark on the mind of the trade and the public. But the importance of the trade's and public's mental attitude was doubled and redoubled when, over two years ago, the then newly formed U. S. Court of Customs and Patent Appeals ruled that collars and collar buttons were merchandise of the same general class.

The legal story has already been told* but it warrants retelling in lay language both because of its importance to the owners of thousands of trade-marks and because a decision handed down several weeks ago by the Patent Office brings it up again. Stripped of legal phraseology and boiled down to its bare essentials, this is the situation as it was and as it is today:

The Patent Office has maintained at Washington forty-nine classifications of merchandise into which it divides trade-marks. Merchandise in any one classification was considered "merchandise of the same descriptive properties." Thus, classification twenty-nine might be "men's wear," which would include collars. Arrow, being a registered trade-mark—among other things—for collars, would be put in that classification.

But collar buttons might be placed in the "notions" classification—say classification number

thirty-seven. Consequently, if a maker of collar buttons should apply for registration of the mark "Arrow" his application would be favorably acted upon, because—*ipso facto*—since his product was in classification thirty-seven it could not be "merchandise of the same descriptive properties" as a product registered in classification twenty-nine.

All this, including the classification system, was based on the fact that the trade-mark law provides that identical, or confusingly similar trade-marks shall not be registered for "merchandise of the same descriptive properties."

An Actual Case

Now that collar and collar button case is not fictitious. The Patent Office, after granting Cluett-Peabody registration to "Arrow" as a trade-mark for collars, also granted registration of the same mark to another manufacturer for collar buttons. When Cluett-Peabody petitioned the Patent Office to cancel the registration, the powers that be said—in legal language, of course—nothing doing. The two products, the Patent Office authorities pointed out, were not registered in the same classification and they were not, therefore, "merchandise of the same descriptive properties." Consequently, the trade-mark registration "Arrow" for collar buttons was allowed to stand.

Cluett-Peabody took the case to the U. S. Court of Customs and Patent Appeals. (Incidentally, no statutory provision has been made for an appeal from this court's decisions, thus making its rulings absolutely final). This court then handed down a momentous decision. Referring to the Patent Office's classification of forty-nine groups

*See "A Court Decision That Affects Every Registered Trade-Mark," by John C. Pemberton, of the New York Bar, *PRINTERS' INK*, February 5, 1931.

of merchandise, it said that such an arbitrary method of deciding trade-mark rights should not be the principal yardstick in determining questions of this kind. The sole question, it ruled, was: Would the public think that Arrow collar buttons were made by the same company that made Arrow collars? If the answer was "yes," then the collar button manufacturer's "Arrow" mark registration should be cancelled.

And the court found that the public *would* assume that Cluett-Peabody made collar buttons carrying the mark "Arrow." And it ruled that the button maker's trade-mark registration be cancelled. And with one full swoop it put the Patent Office's classification system in its proper place.

Decision Had a Widespread Effect

Of course, this immediately laid open the whole subject of trade-mark registration. It meant that many manufacturers who had chuckled with glee when they succeeded in appropriating a well-known name for use on merchandise not far removed from the product on which it was originally used, now had reason to do a little worrying. And it meant that other manufacturers, who had built up and registered valuable trade-marks and then had to sit back, helpless, while others registered the mark for merchandise falling in another classification, were now in position to fight back.

In brief, it put trade-mark practice on the basis of what would go on in the mind of the public and the trade—not on the basis of an arbitrary system of forty-nine groups of merchandise. And it led to rulings which declared that the same mark could not be used on cans of coffee and cans of fruit, on raisins and baking powder, on cotton wash cloths and silk piece goods, on shirts and pajamas, on ice cream cones and other bakery products.

With this sketchy outline of the existing situation we come to the decision recently handed down by the Assistant Commissioner of Patents, in the case of The George

W. Luft Co., Inc., vs. Integrity Hosiery Co. The Luft company is the owner of the registered mark "Tangee," used on a long line of cosmetics. The Integrity company sought registration for the mark "Tangie" on hosiery. Luft opposed the registration, asserting that "Tangee" has come to denote broadly products it makes and which are sold to be used, applied to, and worn by women. It did not claim that the two lines of merchandise had the same descriptive properties. What it did plead was that the two marks, despite the slight difference in spelling, were confusingly similar and that there would be confusion in the trade and among the public.

The Assistant Commissioner, in his decision, agreed that "if the two marks were concurrently appropriated to the same goods, confusion and uncertainty would be created in the minds of purchasers as to the origin or ownership of such goods." But, he pointed out, even the Court of Customs and Patent Appeals has ruled, in *House of Tre-Jur, Inc., v. Combine Hosiery Corp.*, that toilet articles and hosiery are not goods of the same descriptive properties. Therefore, he ruled, even though "Tangee" is, admittedly, an arbitrary name, neither the public nor the trade would be likely to be confused as to origin—they would not assume that the same company that makes "Tangee" cosmetics also makes "Tangie" hosiery. And, on this basis, he denied the Luft company's opposition.

Common Sense as a Factor

What this decision indicates, of course, is that while the Patent Office is following through on the famous Arrow collar-collared button case, it recognizes—as does the Court of Customs and Patent Appeals—that common sense must be the deciding factor in each case. The mere fact that women buy hosiery and also buy cosmetics could not be a determining factor in assuming that the use of a similar mark on the two types of merchandise would be confusing. To carry the new theory that far

would throw the entire trade-mark situation into a turmoil.

The only thing that can be done is to endeavor, as each case comes up, to analyze the state of mind of the public and the trade. If both trade and public are shown to have been confused (or are likely to be confused), then the newcomer is not entitled to registration. It all depends on what goes on in the mind of both. Which, as even a layman should be able to see, is a good reason why trade-mark attorneys and owners are so jittery these days.

Absorbs "Home Economics News"

Practical Home Economics, New York, has absorbed the *Home Economic News*, of Peoria, Ill. The name *Practical Home Economics* will be retained and Jessie A. Knox will continue as editor.

To Direct Prince Matchabelli Perfumery Sales

Henri Conche, formerly vice-president of the American branch of Parfumerie Ludin, Paris, has been appointed sales manager of the Prince Matchabelli Perfumery, Inc., New York.

Gets Chain Grocery Account

Hilton, Gibson & Miller, Newburgh, N. Y., wholesale grocers operating the Nation-Wide Stores, a voluntary chain, have appointed Reimers, Whitehill & Sherman, Inc., New York, to direct their advertising account.

J. H. Foreman Again with Dallas "Dispatch"

J. Howard Foreman, who was advertising manager of the Dallas *Dispatch* ten years ago, has returned to that paper in a similar capacity.

New Account for Dake

The Cutter Laboratory, Berkeley, Calif., has appointed the Dake Advertising Agency, San Francisco, to direct its advertising account.

Joins Grant & Wadsworth and Casmir

Miss Cecilia Kemper has joined the staff of Grant & Wadsworth and Casmir, Inc., New York advertising agency.

Joins Stevens & Wallis

C. C. Neslen, Jr., formerly a member of the advertising department of the Salt Lake City *Telegram*, has joined Stevens & Wallis, Inc., advertising agency of that city.

Westinghouse Appointments

Frank Kohnstamm, director of merchandise of the Westinghouse Electric & Manufacturing Company, has been appointed assistant to the commercial vice-president, C. E. Allen, at Mansfield, Ohio. R. E. Imhoff, formerly manager of the appliance division, has been appointed sales manager of the merchandising department, which includes ranges, refrigerators, appliances, water heaters and other electrical products.

Mr. Imhoff is succeeded as manager of the appliance division by N. I. Meyers, formerly merchandise manager of the Buffalo office. S. H. Pitman, formerly manager of the sales promotion section of the domestic appliance department, has been appointed merchandising advertising manager. R. C. Cosgrove has been made manager of the refrigeration division.

C. C. Wilmot, formerly an account executive with the Cleveland office of Fuller & Smith & Ross, Inc., advertising agency, succeeds Mr. Cosgrove as manager of sales development and education.

New Accounts to Hampton, Weeks & Marston

The Grand Union Company, operating a chain of retail food stores, has appointed Hampton, Weeks & Marston, Inc., New York, to direct its newspaper and radio advertising. The Hammond Paint and Chemical Co., Beacon, N. Y., paints and insecticides, and the New Health Foods Company, New York, have also appointed this agency to direct their advertising accounts. Newspapers will be used on the latter account to introduce a new ice cream health bar.

Gotham Silk Hosiery with Marschalk and Pratt

The Gotham Silk Hosiery Company, Inc., New York, has appointed Marschalk and Pratt, Inc., advertising agency of that city, to direct its advertising account.

R. W. Wright Joins Charles Francis Press

Roy W. Wright, formerly with the advertising sales promotion department of the *Ladies' Home Journal* at Philadelphia, has joined the sales department of the Charles Francis Press, New York.

Guardian Life to Hoyt

The Guardian Life Insurance Company of America, New York, has appointed the Charles W. Hoyt Company, Inc., of that city, to direct its advertising account.

Safety Razor to Friend

The Segal Safety Razor Corporation, New York, has appointed the Friend Advertising Agency, of that city, to direct its advertising account. Magazines will be used.

Plain Facts

Kind of Circulation

The Los Angeles Times is a home-delivered, family-read newspaper, with by far the largest carrier circulation in the Los Angeles market.

Area of Circulation

The Los Angeles Times conforms to the market's well-defined geographical boundaries, covering the entire area and keeping within.

Hours of Circulation

The Los Angeles Times is an outright morning newspaper; no unwarranted street extras or off-hour editions; the largest bona-fide morning circulation in the field.

Reader Interest

The Los Angeles Times is locally edited, written and illustrated; and all its principal features are produced at home, dealing with subjects of local appeal.

Local Ownership

The Los Angeles Times, as the only home-owned Los Angeles newspaper, is looked upon as the spokesman of the community, and read with a high degree of confidence.

Leadership in Advertising

The foregoing qualities have made the Los Angeles Times first in Southern California in all departments of advertising. The Times' gross advertising lead for the first seven months of 1932 amounting to more than 1,600,000 agate lines.

LOS ANGELES TIMES

Representatives: Williams, Lawrence & Cresmer Company, 285 Madison Ave., New York; 360 N. Michigan Ave., Chicago; General Motors Bldg., Detroit; Chronicle Bldg., San Francisco; Northern Life Tower, Seattle.

I N F L U E



that radiated from Gol

Leland Stanford drove it at Promontory Point, Utah, in 1869, and a steel highway spanned our continent.

Look at to-day's map of the Golden West. Most of its cities, towns and rural communities did not even exist when Stanford drove that famous Golden Spike.

Rails worked this miraculous change. For years famous "home-seeker excursions" carried eager men to the West whose brain and brawn achieved its miracles of economic growth.

For nearly half a century The Geographic has paced the changing map and achievements of America, telling in words and pictures dramatic human and trade stories of great states and cities, of their farms and factory life.

Its issues are well-springs of geographic knowledge, tracing the growth of American railways, industries and agriculture. Concerning aviation and air mail alone its published articles would fill ten 200-page books.

NATIONAL



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Sept. 15, 1932 Sept. 15, 1932

PRINTERS' INK

THE N C E —



PHOTOGRAPH FROM HISTORICAL COLLECTION, SOUTHERN PACIFIC COMPANY


m Golden Spike "!"

Century The Engineers, architects, managers of
the changing business enterprises, use it in their
of America work. Women, artists, movie direc-
pictures draw the Geographic as a source
the stories look for designs and costumes. Each
of their fan- month in more than a million Ameri-
cans homes The National Geographic
springs magazine is read by four million men,
tracing the men, boys, and girls.
ways, industries Step by step with the miraculous
Concerning growth of America The Geographic
one its pub- e extended its influence—has re-
en 200-pag- ved that influence to influential
illions. Influence—harness it now!

Quick Facts that Measure The Geographic's Influence

- 1 1,202,621 net paid A. B. C. circula-
tion (last 6 months 1931).
- 2 98% delivered direct to readers.
- 3 85% voluntary renewals per year for
last 5 years.
- 4 Unforced circulation—no solicitors,
no premiums, no discounts.
- 5 \$4000 per page for 4 colors; \$2600
for black and white.

 GEOGRAPHIC



—An advertising market that is definitely known.....

1,000,000 STRONG

No guesswork about location, buying habits, purchasing power or life interests!


Reached exclusively by the ONE magazine exclusively for them!

THE FARMER'S WIFE

WEED PUBLISHING COMPANY SAINT PAUL, MINN.

Chrysler Building
NEW YORK CITY

Bell Building
CHICAGO, ILL.



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Carrying Industrial Product's Story Through to Consumer

Where Manufacturer Has No Direct Contact with Ultimate Buyers His Advertising Problem Is Complicated

By Vergil D. Reed

Vice-President, Wells Advertising Agency, Inc.

THE militant feminist fights long and loudly before and after the march to the altar to retain her maiden name and individual identity. No worse calamity could befall her than submerging her perfectly good name completely into that of a husband—her individuality into a unit of two or more parts known as a family.

The industrial product has that same problem when a marriage of convenience is proposed by the manufacturer of finished consumer goods. In fact the problem is even greater in such a case. The proud advocate of women's rights can circulate freely and protest audibly concealed under nothing more than an accentuating and alluring make-up. The industrial product must bear its burden in silence often hidden under three coats of paint, enclosed in a ton of steel, or dissolved completely and beyond recognition into a combination of many elements. Indeed physical form may never be attained and its only sign of existence is a chemical formula or a matter-of-fact process the use of which is to be licensed to any manufacturer who will pay the price.

The advertising difficulties caused by this submerging or incorporation of one product into another has cost the producer of industrial goods and services many sleepless nights and brain racking days, to

say nothing of potential profits.

The problem simmers down usually to one of acquainting the consumer with a valuable idea or service embodied in or related to

SLIM WAISTS...CURVING LINES... in Corsets that close with one pull!

THE NEW TALON CORSET FASTENER* DOES IT!

High waists, class waists, are in again! And it is a new type corset closing that makes it so—enabling your figure into this silhouette demanded by fashion today.

It's a specially designed Talon slide fastener... a Talon corset fastener and it opens and closes your new corset with one pull! One pull... that's all it takes... and smoothly, easily your figure becomes softly curving, slender and more graceful.

The binding and seaming details of old-fashioned corset closings are no more. Brides and open gowns are gone. And the Talon corset fastener cannot pop open!

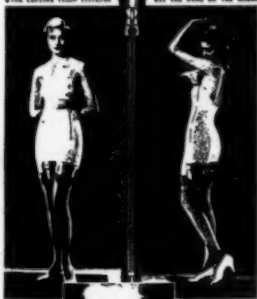
Talon designers studied eight years to perfect this Talon corset fastener. It is unusually flexible, following every curve of your body. It is light and closes twice as easily against pressure as any slide fastener known. Guaranteed not to scratch or ruin, pin can wash or dry clean your corset frequently.

Talon is the only fastener especially designed for women.

DESIGNED FASTENER CO., INCORPORATED, 25
305 N. WILSON, CHICAGO, ILL. U.S. PAT. 1,875,400
REGISTERED—U.S. PAT. 1,875,400

OF THE CORSET FASTENER

HAS THE NAME OF THE NAME



EXCLUSIVE FEATURES OF THE NEW TALON CORSET FASTENER

1. Specially designed Talon corset fastener designed to easily open, close or pin slide between layers.
2. The Talon corset fastener has the same wide band as after fastening or dry cleaning.
3. The Talon corset fastener has the same wide band as after fastening or dry cleaning.
4. The Talon corset fastener has the same wide band as after fastening or dry cleaning.
5. The Talon corset fastener has the same wide band as after fastening or dry cleaning.
6. The Talon corset fastener has the same wide band as after fastening or dry cleaning.

There is a special **TALON** name considered for every application



TALON

Some of the Talon Consumer Advertising Features
One Class of Products Only

another service or product. In solving the problem six things must be done.

1. A recognizable individuality must be created for the industrial product or service.

2. Make consumer preference or insistence operative and turn it into active demand thus extending and increasing consumer markets.

3. Encourage manufacturing customers

to buy the product or service to satisfy this active consumer demand.

4. Support these industrial customers in their own advertising and merchandising effort through collateral advertising and merchandising assistance.

3. Encourage the distributors to handle the finished consumer product in order to profit from the combined advertising efforts of two manufacturers rather than one.

6. Make it easy, at the point of purchase, for the consumer to recognize the individuality created and to identify the consumer goods with which it is associated.

The key to the solution lies very largely in the use of effective consumer advertising. This in turn depends largely upon what is often called collateral consumer advertising—advertising done by the manufacturer of the industrial product definitely paralleling and supporting the advertising effort of the consumer goods producer and his distribution outlets.

Advertising to the consumer is only part of the answer however. There must be a definite co-ordination and intermeshing of the advertising efforts of both the manufacturers involved. The two separate forces must work together with the same or similar objectives in view. Each must give definite support and added momentum to the other.

To make this possible each must know what the other is doing and it is up to the primary manufacturer to take the initiative in this work with each of his customers if any semblance of cohesion is to result from the combined efforts of all. When this is done the strength of each player in a growing team is constantly increased by the combined efforts of the others, with increased rewards for the players and the coach.

Failure to understand the problem with which they are confronted has resulted in a fallacious but ex-

treribly common practice among those who have industrial products and processes to sell. They attempt to force their prospective manufacturing customers to buy the product by applying selling pressure to them alone.

The reasonable approach in increasing the sale of an industrial product is to cultivate the consumer. Turn potential consumer demand into active consumer de-

I can't resist
a value
like this!

"STRAITLINE"

MONEL METAL SINKS

Now as low as \$70

Monel Metal

"Almost no good to be lost"—that's what you'll say when you see the new "Straightline" Monel Metal Sink and how the new low prices. These new sinks cost little less than any previous Straight Metal Sink. Actually, they sell for approximately the same price as you pay for ordinary stainless-steel sinks of the same work. Again, with Monel Metal Sinks to endure in use, you won't want to postpone selecting yours.

If you are an already familiar with the advantages of Monel Metal Sinkware, you will now have two big reasons to buy Monel Metal Sinks. You'll have word of highest praise for Monel Metal Sinkware's new changing dish, of course, to the fact that the new Sinkware, which is designed, manufactured and sold metal at the very through, with an surface-mounting in this work, is very easy. Monel Metal Sinkware, both the

new popularized "Straightline" models and the more expensive "Superdual" designs have surface finishes not available in any other kitchen sink at any price. From dishwasher drain front construction, 1½ inch work space and stainless-steel of the same compared to ordinary lower cost kitchenware, why any kitchen value choice. Available that provides lifetime service—there are some of the reasons why you will want to know—why you will decide that your new sink must be made of Monel Metal.

In buying, sinks, cabinet and table top, compare on working conditions, and use plunders to double than Sinkware. You will find an often better that long-lasting, beautiful to look like a new model of instant quality in household equipment. Mail the coupon for additional publications.

THE INTERNATIONAL STEEL COMPANY, INC., 1 WALL STREET, NEW YORK, N. Y.

Monel Metal is a registered trade name used in the United States and other countries by the International Steel Company, Inc. and its subsidiaries. Monel Metal is a registered trademark of the International Steel Company, Inc. and its subsidiaries.

Monel Metal is a registered trademark of the International Steel Company, Inc. and its subsidiaries. Monel Metal is a registered trademark of the International Steel Company, Inc. and its subsidiaries. Monel Metal is a registered trademark of the International Steel Company, Inc. and its subsidiaries.

Name _____
Address _____
City _____ State _____

10-1-1

**Each Monel Metal Consumer Advertisement Contains
a Coupon Offering a Free Booklet**

mand. Acquaint the consumer with the advantages of merchandise in which your product is incorporated.

Start the consumer and dealer inquiring for such goods and your prospective manufacturing customer cannot afford to refuse to buy if your product is a major item in his. The use of materials recognized by the consumer helps the manufacturer of the finished product establish consumer recognition, preference and insistence for his own goods. *Make it worth while for*

proper temper for knife blades.

If this case is representative—and certainly it is as difficult a problem as any manufacturer of an important industrial product will meet—the results certainly leave no doubts. They are convincing to the most pessimistic. Compare the production figures which followed the complete about face in tactics, from the beginning of the three-year campaign in 1925, with those given earlier. The highest was approximately 2,000,000 pounds in 1924. The results during the three years of the campaign were:

1925— 5,360,000 pounds

1926— 9,568,000 pounds

1927—12,628,000 pounds

It is not difficult to conclude from these results that it is cheaper and more profitable to cultivate consumer demand rather than attempt to force sales through high resistance industrial channels with no consumer contact.

Another fact worth keeping in mind is that the advertising cost per pound in 1927 was less than half that of 1925 with a total appropriation for 1927 that was 2.2 times that for 1925.

Because of the approaching patent expiration date the active promotion of Stainless stopped at the end of 1927. It is interesting to speculate upon what could have been done if the winning tactics had been applied from the beginning.

International Nickel Company, Incorporated, has a similar problem, except that it is one step nearer the consumer, producing Monel Metal in industrial forms and shapes rather than depending on process licensing. At present Monel consumer advertising centers around the kitchen sink but in each advertisement there is a coupon inviting the consumer to check either or both of two booklets describing other uses. This coupon serves the triple purpose of checking advertising results, compiling a live consumer mailing list, and getting direct mail (booklets) into the consumer's hands at a time when interest is high.

Paterson Parchment Paper Company, manufacturers of vegetable

parchment for wrapping purposes, ran a "keymark hunt" campaign some time ago to impress the tie-up symbol or keymark upon housewives and make them conscious of the product's advantages as used industrially. The reward offered for finding the keymark on the wrapping of three products was a package of the product adapted to consumer use and known as Pat-
apar.

The Visking Corporation, manufacturer of a vegetable casing for sausage, ran a prize contest for sausage recipes. Each advertisement was made to work a bit overtime. A two-column layout, for instance, contained the following parts:

1. An illustration, taking the upper half of the space and containing a primary and secondary headline, a "bedroom scene," and a sausage roll cut into patties.
2. A small insert of a butcher.
3. The prize offer to consumers.
4. A sausage recipe.
5. An invitation to dealers and sausage manufacturers to enquire about the casing.
6. A black insert showing a booklet of recipes.
7. One paragraph of "appetite appeal" copy.
8. One paragraph selling the butcher and sausage manufacturer.
9. One paragraph selling the vegetable casing idea.
10. The identification symbol or trademark.
11. A coupon offering the recipe booklet with details of the recipe contest.

The Hookless Fastener Company had a long struggle with many expensive failures before it worked out its salvation in the shape of consumer tie-up for the Talon Slide Fastener. One of the earliest intimations of its real possibilities was the very successful Locktite tobacco pouch.

For the last few years consumer advertising appropriations have been used consistently and with excellent results, in general national magazines, class magazines, and women's publications. This consumer advertising is, of course, supported by trade and industrial advertising. Some of the consumer advertisements feature one class of products only—overshoes, corsets, or handbags—while others show numerous applications. The



WE'RE ringing out these wringing facts

**R. L. Polk & Co. Consumer Study* shows
that Journal families lead by 36% in
ownership of electric washing machines**

That Journal families own 36% more electric washing machines than the families of any other Portland newspaper is a pertinent and interesting fact. But vastly more important is the fact that the greatest market for home laundry equipment STILL EXISTS among Journal families because of Journal circulation dominance. In this easy-to-reach market of high spending ability and low electric rates, over 60% of the homes do not own electric washing machines—and of all the machines in use 54% are over 4 years old!



Your advertising dollar goes farther and accomplishes more in the Journal. You buy the largest circulation in the Pacific Northwest at the lowest milline rate.

* Based on 64,322 personal interviews
out of 90,440 Portland families.

THE JOURNAL

Afternoon Sunday
PORTLAND • OREGON

ADDITIONAL INFORMATION from the Polk Study may be secured through our
National Representatives—REYNOLDS-FITZGERALD, Inc.—
New York • Chicago • San Francisco • Los Angeles • H. R. Ferriss, Seattle

company puts out an attractive and distinctive booklet illustrating many uses of the product and a list of manufacturers making use of the fastener.

Its engineering service department, under the name of the Applications Department, works with the customer in the proper application of the fastener to his consumer product. A staff of product engineers is also maintained to improve the fastener and develop special types of the product for unusual uses.

The merchandising staff works closely with the customer, even sending missionaries out to work with the customer's salesmen in lining up distributors and solving merchandising problems.

Not only individual manufacturers of industrial products but their trade associations are tying up with the consumer. The National Canners Association

launched a consumer campaign in general national publications and women's magazines against a deeply imbedded, almost universal prejudice—a fear of poisoning from tin cans. Each advertisement was couponed, offering booklets such as "Plain Facts About Canned Foods and What Eminent Men Say," and "Should Children Eat Canned Foods." Above each coupon appeared the statement that, "The association welcomes, and will answer promptly, letters of inquiry concerning any matters pertaining to canned foods."

To reap the full results of such advertising there must result not only consumer appreciation of the product's advantages and good qualities but there must also be some means of recognizing and identifying the product and merchandise containing it at the final point of purchase—in the retail store.

* * *

Cold Weather Coming



THIS four-color poster will be used in the 1932 campaign of the National Carbon Company, Inc., for Eveready Prestone. Over 7,500 outdoor boards, many illuminated, located in and around 1,569 cities will carry this poster. Postings will begin on September 15 in extreme Northern cities and in other cities at later dates according to their locations.

In addition to the outdoor campaign, Eveready Prestone ad-

vertising will appear in 355 newspapers and eighteen national magazines and farm papers. The newspaper advertisements are released according to local weather forecasts.

The campaign includes the use of many dealer helps in the form of window displays, direct mail, posters, etc.

Sixteen business papers are carrying a campaign to the automotive trade.

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NEW DESIGNS NEW PRODUCTS
NEW PACKAGES
NEW SETUPS NEW PLANS

—AND HOW ABOUT NEW MARKETS?

Discover for
Yourself—

OBSERVER CITY

Population:

Ranks as 14th City in U. S.
Contains more people *per sq.*
mile than even New York.

Area:

Composed of interlocking cities
and municipalities in Hudson
County, N. J., so closely knitted
as to form actually one big
city; with plenty of dealers to
sell through—and plenty of con-
sumers to sell to.

COVERED EFFECTIVELY
BY

Jersey Observer

HOBOKEN - JERSEY CITY - UNION CITY

National Representatives

GILMAN, NICOLL & RUTHMAN

New York Chicago Detroit Boston San Francisco

A. B. C.
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THE WESTERN
HOME MONTHLY

THE NATIONAL HOME MONTHLY

THE MONTHLY

IS NATIONAL IN SPIRIT, IN CIRCULATION AND

NOW—IN NAME

Twelve months ago, announcement was made that "The Monthly Goes National," guaranteeing in one year's time the greatest national circulation of all Canadian Magazines—

180,000 COPIES PER ISSUE

A. B. C. GUARANTEED

During the 32 years The Western Home Monthly had served the Canadian west, it developed there, by sheer outstanding merit as a magazine.

**THE LARGEST PER CAPITA COVERAGE
OF ANY MAGAZINE ANYWHERE**

It was almost a foregone conclusion, therefore, that magazine readers in Eastern Canada would give the magazine a hearty welcome. Its contents and viewpoint had always been fully national, and no changes were necessary in presenting The Western Home Monthly to readers east of the Great Lakes.

WHAT HAPPENED?

No sooner was the Monthly introduced than magazine readers in Ontario, Quebec, the Maritimes—yes, and Newfoundland—flocked to its lists. An interim guarantee of 145,000 by April, 1932, was passed by 10,000 and the final objective—**180,000 guaranteed for October, 1932**, is reached in September. And the end is not yet. With the new year

MORE THAN 200,000 HOMES

will be receiving the magazine regularly.

This Is a Phenomenal Increase, Never Before Approached.

It Stands for All Time as a Record of Reader Acceptance.

And now, as the final episode in this, the most popular move in Canadian magazine history, The Western Home Monthly, always National in spirit and outlook—with its National circulation program achieved—becomes "National" in name, and beginning with the October issue its title will be

THE NATIONAL HOME MONTHLY

"CANADA'S GREATEST MAGAZINE"

ADVERTISING OFFICE
AT TORONTO, ONT.

PUBLICATION OFFICE
AT WINNIPEG, MAN.

Circulation Offices at

St. John, N.B. Montreal, Que. Toronto, Ont. Winnipeg, Man. Vancouver, B.C.

Seals, Foods and Doctors

Medical Profession Has Given Its Blessing to the Claims and Composition of 552 Food Products

THE KEY ADVERTISING CO.

CINCINNATI, OHIO

Editor of PRINTERS' INK:

It is our understanding that in a recent issue of PRINTERS' INK you ran an article regarding the plan of the American Medical Association to examine food products and other items—and if such products meet with the Association's approval, to give permission to use the American Medical Association's logotype in advertising.

SAMUEL GLUECK.

SINCE its establishment in October, 1929, the Committee on Foods of the American Medical Association has granted the use of its "seal of acceptance" to 552 foods and food products. In all, approximately 1,100 products have been submitted for consideration. Twelve have been definitely rejected. Action is pending on the remainder.

Advertising claims as to nutritional and therapeutic value of foods are the main concern of the committee, whose stated reason for existence is to "protect the public and the medical profession" against deception by unwarranted, incorrect or false assertions relative to the properties of foods. In passing upon submitted products, however, this body also investigates their ingredients and the manufacturing processes used in their composition.

Any food which is merchandised under a label is eligible for consideration. This includes products which are not advertised in connection with health or nutritional claims. There is no charge for the committee's services in considering a food, whether it is accepted or not.

A product judged not acceptable at first presentation has the opportunity of reconsideration after revision of the objectionable claims or details of manufacture in accordance with the committee's recommendations. Where the manufacturer evinces unwillingness to make such changes, the product is listed as "rejected" in the publications of the association.

An "accepted" product may dis-

play the "seal of acceptance" (in reproduction not larger than one inch) on the package label and in all forms of advertising material for the product.

The committee may call for re-submission of advertising or a sample of the product whenever it is deemed essential or necessary. If new advertising exceeds the committee's standards or if unacceptable changes have been made in the product's composition, the privilege of using the seal may be withdrawn.

The steps to be taken in securing consideration of a food product are detailed in a pamphlet of rules and regulations which may be had from the Secretary, Committee on Foods, American Medical Association, Chicago. This also contains the rules governing the use of the seal. Reprints covering decisions of the committee as to various specific types of advertising claims are also available to manufacturers and advertising agencies.

Just what advantage and prestige the presence of the "seal of acceptance" in advertising and on the package carries is a matter which, so far as we know, has not been conclusively demonstrated. As yet the work has not progressed to the point where absence of the seal, *per se*, is evidence that a given food product is a "rejected" one.

A similar activity in the field of medicinal products is carried on by the Council of Pharmacy and Chemistry of the Medical Association.

This division has been in existence for some twenty-five or thirty years, but it is just in the last three years that it has been issuing a "seal of acceptance" for use in the labeling and advertising of approved products. The use of this seal is confined largely to the advertising of ethical products in professional journals, although of late it has also appeared in general advertising.—[Ed. PRINTERS' INK.]

What Groucho Says

How Gent. Treas. Stung Himself

POOR old Gent. Treas! Another case of how a Scotch Presbyterian stung himself by being too doggone foxy.

Gent. Treas. made a grand financial report at directors' meeting. The blamed old tightwad sure has saved our bacon financially the last two years. Boss saw the report before directors' meeting, got gushy and wanted us to give a gift of appreciation to Gent. Treas.

Gent. Treas. is a nut on etchings. He knows all the good ones by their first names. So Skippy as art expert finds a rare one with a yellow spot on it, yellow spot alone being worth 200 plunks. Vera, vera valuable etching, which the art dealer picks up from a stone broke guy for a few plunks, and which said art dealer, being himself practically broke, lets go on approval for twenty plunks if taken.

Three years ago if we'd been making a gift to an official it'd a bin a \$200 grand piano. Now it's a \$500 etching jewed down to twenty plunks.

What's that? You're spoiling my story. No, Gent. Treas. is not an art appreciator, except old rare etchings which he hoards and gloats over, cuz they're gonna be worth 'bout six times what he paid for 'em. He still thinks that if a two-foot square ad painting costs fifty plunks, one three inches square ought not be over \$1.50.

We got the etching on approval and hung it in the directors' room before the pow-wow. Boss puts up a bluff of its being an ornament for the hall of dignity in which we stage our cat fights, thereby hoping to get Gent. Treas. to gush over it and then say, "Dear old Master-Mechanic of Finance, it is yours with our love and kisses."

That was the frame-up. Gent. Treas. was to gush about the picture, then Boss was to make the presentation speech.

So Gent. Treas. sees the etching, looks it over and says, "Where did

you get this fake etching? Somebody got fooled by a nitric acid yellow spot," and turns to the business of the day.

We told him where we got the fake.

Boss swallowed his speech, got a grouch and later fired a couple of innocent victims, and ordered the etching back to the dealer.

Then Skippy gets a phone message one day and goes over to see the dealer who tells this story: "Say, you got stung when you sent back that etching. A bald-headed bird with specs and yellow fringe around his bald spot came in and asked about that etching."

"Did he get it?" asks Skip, all excited.

"He did," says the art man. "He paid me \$200 for it. Thanks for not taking it for twenty."

Skippy hasn't been right since. Got more kick out that deal than if he'd made a million.

How 'bout Boss?

Gent. Treas. brags to Boss about getting the etching for a \$200 song. Boss, still sore about having a gracious oration bottled up in him with no outlet, growls out with:

"Umph, we bought that picture for twenty berries. We were going to *present it to you*. Get that? We were going to *give it to you*. Don't miss this. You were going to get it *without cost*."

"Then you pulled that bone about the thing being a fake piece of cheese and it was all off. The fact that you have done fine financial work for us still remains true. So I authorize you to give yourself 50 per cent of our intended gift in cash."

"Do you mean half of what I paid for the etching?"

"Not on your life. I mean half of the \$20, which is \$10."

Did Gent. Treas. draw the ten bones? He did and Boss has the canceled check in his large morgue file entitled, "Silly Mistakes of Our People."

GROUCHO.

When and How to Create Combination Deals

There Are Several Varieties of Related Selling and Each Is Effective If Understood

By C. B. Larrabee

COMBINATION or related selling is an old merchandising trick but it has been subjected to many developments and refinements, particularly during the last few years. In its simpler form it is merely a logical outcome of the growth of a line, but in its more unusual form we today find one manufacturer not only selling the products of others, in combination with his own, but featuring these products in his advertising.

During the last year or two, combination selling has received considerable impetus from the wave of bargain price advertising. Manufacturers who were very reluctant back in 1927 and 1928 to mention price in national advertising, make no bones about "spectacular" offers with price played up in anywhere from thirty-six point to seventy-two point type. In many instances, the bargain offer of one manufacturer has been met by similar offers of competitors with the result that, particularly in the drug trade, the retailer, if he has been so minded, was able to cover a pretty sizable counter with bargains.

In combination selling, the bargain offer, however, is seldom used primarily because it is a bargain. As a rule, the manufacturer works out his bargain combination with the idea of introducing a new product or, what amounts to about the same thing, helping a lesser used product ride into popularity on the prestige of the leader of a line.

For instance, several months ago the Kotex Company featured a special bargain offer in an advertisement which was headed, "Women! 95 Cent Value for 59 Cents." This combination consisted of two boxes of the new phantom Kotex and one box of Kleenex. In the advertisement it stated that the offer was being made to introduce the new phantom product, but at

that it was a double-edged offer because it gave the company an opportunity also to introduce Kleenex to a number of women who had never tried it before.

Such a combination offer has a number of advantages. In the first place, it gives the advertiser an excellent news story for his consumer campaign. In the second place, it gives him an opportunity to send his salesmen out to do special clean-up work. Third, it offers the manufacturer a little extra leverage on the dealer who is looking for a quick turnover item.

The chief drawback to such combinations is that, frequently, dealers will buy them at the special price usually offered and then split them selling the individual items separately and getting the full retail price, for each item. This has caused a surprisingly large amount of dissatisfaction among certain groups of retailers with the result that some manufacturers are finding it more difficult to sell such bargain combinations to the trade than it was several years ago.

Selling an Accessory with the Product

A second type of combination offer is that of the accessory sold with the product. A sample of this is the recent Hairset combination offered by the Hump Hair Pin Manufacturing Company. This consists of a bottle of the company's new hairset solution, plus a supply of its well-known waveset pins. They are both packed together in one package and the complete combination is sold for 10 cents. Here we have two very closely related products which are manufactured under quite different conditions from widely different basic material.

A number of manufacturers feature this type of combination,

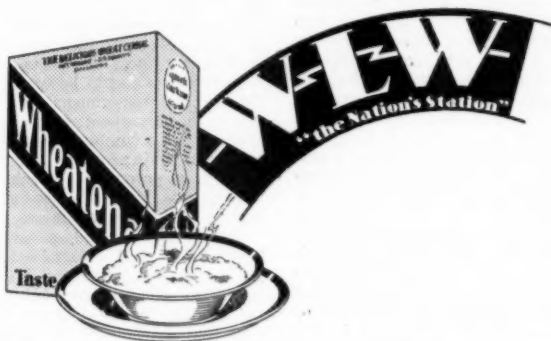
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We did it for Wheatena . . *we can do it for YOU*

WLW's new and sensational Field Merchandise Service swung into its usual vigorous action on the radio campaign for The Wheatena Corporation. Wholesale grocers were contacted in twenty key cities. Two thousand retailers were called on, display signs were distributed and the entire campaign with its tremendous sales advantages explained.



The nationally known "Old Man Sunshine" and his Tey Band was the feature in the phenomenally successful Wheatena program. The novelty of its presentation and the genuine entertainment that it provided made it an overwhelming favorite throughout the WLW area.



Near the Center
of the Dial

Near the Center
of Population

THE CROSLY RADIO CORPORATION
Powel Crosley, Jr., President CINCINNATI

which has become unusually popular, particularly in the drug field, is that of the combination of two or more products manufactured by two or more different companies. One of the most famous deals of this type—although many merchandising experts claim that it was a bad move on the part of Gillette—was the combination offer of a new Gillette razor and a tube of Colgate or Palmolive Shaving Cream. In this instance, the razor manufacturer is quite willing to go in on such a deal because his profit is not in his razors but in his blades and the more of the former he can get into distribution, the more of the latter will he sell.

An analogous deal is that being conducted at the present time and consisting of a Gem razor, also in combination with Colgate or Palmolive Shaving Cream.

The advantage of a combination offer of this kind is that the manufacturer of the shaving cream, for instance, does not have to go into the razor business, whereas if he offered a razor under his own name, although he might buy it from an outside source, he would still be selling it through his own organization and assuming the entire risk of its distribution and of the building of consumer and trade good-will.

It is entirely probable that if Colgate-Palmolive-Peet were to bring out a C. P. P. Razor it would, because of the wide reputation of both Colgate and Palmolive soap, get a good distribution. No one, however, questions the fact that there is a much greater appeal to a combination with a razor of national reputation. As a matter of fact, in many instances the razor acts as the lever which forces the consumer to buy the shaving cream and thus creates a wider distribution for that product and also, undoubtedly, builds a large body of new users even though the product may have been heavily advertised and is widely popular.

Thus, when the manufacturer of Hinze Ambrosia decided to get out a combination kit and used a product of Johnson & Johnson it realized the great value of the

Johnson & Johnson name as a tie-up.

Up to the present, almost all combination selling of this nature has been in the form of special deals. This does not mean, however, that the idea has not unusual possibilities as a permanent feature. Of course, such a combination as shaving cream and razor has certain defects as a permanent merchandising scheme since the razor will outlast the cream by many years.

On the other hand, a combination such as Ambrosia with Couettes is something different. Here we have two quickly expendible products and there is reasonable assurance that the Couettes will not outlast the Ambrosia with the result that there is a possibility for the manufacturer to keep up the combination permanently with advantage to both the maker of the cosmetic and also the maker of the accessory.

There are indications that a number of manufacturers are dabbling with this idea in one form and another. To outsiders who are fairly conversant with what is going on in both the cosmetic and grocery fields, it would seem that once the idea takes hold with one or two leading manufacturers, there will be plenty of imitators to follow.

It is well to re-emphasize the fact that such a combination is not feasible unless the two or three products related are expendible in about the same period of time. If there is a variation in expendibility the combination will of necessity have to remain in the special offer or deal class.

Two Obstacles to Combinations

The two greatest obstacles to the wide development of related selling are the antagonism on the part of certain dealers, the causes of which have already been explained. The second obstacle is the unwillingness of manufacturers to co-operate in the Ambrosia-Couette manner.

The first type of opposition can be overcome to a certain extent by a practice often used by Colgate in its famous offer of a free tube of toothpaste with a regular tube.

These free tubes are especially designed with a stamp which tells the consumer unmistakably that they are part of the free offer. A dealer has to have unusual temerity to put a price, no matter how small, upon a package which is so ostensibly marked "free." Of course, there are certain types of products which do not lend themselves to such an identification and in such instances there is no control that the manufacturer can exercise over the dealer who does wish to split combinations.

The second obstacle, that of unwillingness of manufacturers to co-operate, is not necessarily permanent. These are times when co-operative effort is much discussed by manufacturers in various fields. Frequently, they get together in trade associations and in this way manufacturers of related, but not competing products get on a basis of business friendliness which, quite logically, could lead to some very interesting combination ideas if the manufacturers can see the possibilities in related merchandising.

Another thing which may help to overcome this obstacle is the growth in certain fields of the sales merger idea and also cross-trade-marking.

The manufacturer who is looking for a news angle in his copy, who wishes to give his salesmen a little new enthusiasm, who wishes to have some added reason for dealers to stock his product, may find in related selling the answer to his needs.

E. J. Hudson Leaves "Plumbers' Trade Journal"

E. J. Hudson has resigned as president of the Plumbers Trade Journal Publishing Company and publisher of the *Plumbers' Trade Journal*, New York. Russell Patman has resigned as director of sales.

J. F. Koellisch has been appointed editor of the *Plumbers' Trade Journal*, succeeding R. G. Buckout, resigned.

Heads Mid-West Newspaper Group

S. E. Gearhart, advertising manager of the Fort Smith, Ark., *Southwest American* and *Times Record*, has been elected president of the Mid-West Newspaper Advertising Managers' Association.

Death of K. B. Cressey

Kendall B. Cressey, who was at one time general manager of the New York *Herald* and *Evening Telegram*, died recently at Walkerton, Ont., at the age of fifty-five.

Mr. Cressey, who had been in poor health for the last two years, started his newspaper career when as a youth he founded and published the Springfield, Ohio, *Morning Sun*. Later he sold this publication and joined the Philadelphia *Record* where he became advertising manager and, later, business manager. Subsequently he became publication manager of the Chicago *Herald* and *Examiner*.

In 1917 he purchased the Austin, Texas, *American*, selling it three years later to become associated with the Hearst Newspapers as publisher of the Boston *Advertiser*. He next became associated with the general management staff of the Hearst Newspapers at New York and in 1924 purchased the Bridgeport, Conn., *Times*, which he sold two years later.

E. G. Borton Heads Chicago Program Group

E. G. Borton, advertising manager, LaSalle Extension University, has been named chairman of the program committee of the Chicago Advertising Council. Mr. Borton will be in charge of the Thursday noon advertising forums conducted by the Council.

Changes on Wisconsin Rapids "Daily Tribune"

Owen E. Lyons has been made advertising and merchandising manager of the Wisconsin Rapids, Wis., *Daily Tribune*. Frank J. Frier will continue in charge of retail advertising. Carl E. Otto, has been made manager of the paper and will also serve as assistant editor.

R. P. Davis Joins Sterling Engraving

Robert P. Davis, for many years in charge of the American Engraving & Color Plate Company, San Francisco, has become a member of the firm of the Sterling Engraving Company, of that city.

Appointed by Paris Medicine

Martin J. Reyes has been appointed export manager of the Paris Medicine Company, St. Louis, Mo. He will be in charge of all sales activities in foreign countries.

With Redfield-Coupe

Miss Margaret M. Hornton, formerly of Cutajar & Provost, Inc., has joined the staff of Redfield-Coupe, Inc., New York advertising agency, as an account executive.

New Advertising Slogans

THE FIRESTONE TIRE & RUBBER
COMPANY

AKRON, OHIO

Editor of PRINTERS' INK:

Please advise if you have published a book or pamphlet containing slogans of different companies. If so, what is the price?

THE FIRESTONE TIRE & RUBBER
COMPANY.

Printers' INK has not published a book or pamphlet containing slogans featured in advertising. Since June, 1919 slogans have been registered in the PRINTERS' INK Clearing House of Advertised Phrases.

Today almost 7,000 slogans have been listed and new ones are constantly being added. This is one of the reasons why a book of slogans has not been published; it wouldn't be complete.

The slogan list in its present form is right up to the minute and anyone can have phrases verified for originality or usage. Each slogan is listed on a card which is filed alphabetically according to its wording. This file is the most complete record of its kind and new additions are keeping it up to date.

Here are twenty-five slogans that have recently been registered:—
[Ed. PRINTERS' INK.]

Adds Magic to Soap. Klenzing Emulsion Co., Frenchtown, N. J.

Always in Good Taste. Colonial Bakeries, Inc., Jersey City, N. J.

As Gentle in Its Cleaning as Pure Soft Water. Softer Products Company, Packwood, Iowa.

Complete Brokerage Service in the World's Markets. Fenner, Beane & Ungerleider, New York.

Cosmetics of the Stars—Hollywood. Sales Builders, Inc., Los Angeles, Calif.

Dependable Long Life. (Radio Tubes). Ken-Rad Corp., Owensboro, Ky.

Epi-curio—an Epicurean Delicacy in a Curio Container. Ming, Inc., New York.

Finest Imported From Italy. (Olive Oil). A. Giurlani & Bro., San Francisco, Calif.

Fits the Sport. (Hunters' and Campers' Equipment). Red Head Brand Co., Chicago.

Flavors as It Tints. Chr. Hansen's Laboratory, Inc., Little Falls, N. Y.

Gasoline—Not Cut Price Guessoline. Sun Oil Co., Philadelphia, Pa.

Good Flours Make Good Bakers Better. Federal Mill, Inc., Lockport, N. Y.

Good Flours Make Good Cooks Better. Federal Mill, Inc., Lockport, N. Y.

It Is Accurate and It Stays Accurate. National Meter Co., New York.

Makes Any Good Shoe Better. United Shoe Machinery Corp., Boston, Mass.

Makes Canning a Pleasure. (Gold Pack Canner). The Witt Cornice Co., Cincinnati, Ohio.

Pick of Canada's Burley Tobacco. The. (Picobac). Imperial Tobacco Co. of Canada, Ltd., Montreal, Que., Canada.

Popular for—Flavor-Taste-Price. (Deerfoot Farm Sliced Bacon). Deerfoot Farm, Southborough, Mass.

Replace Fear with Cheer. Send Christmas Cards This Year. The Greeting Card Assn., New York.

Sanitary-Safe-Durable-Economical. (Ash and Garbage Cans). The Witt Cornice Co., Cincinnati, Ohio.

Strength Through Stretch. The Paper Service Co., Lockland, (Cincinnati), Ohio.

Surface-Sealed. Holliston Mills, Inc., Norwood, Mass.

Tops the Meal. (Non-Alcoholic Peach Cordial). L. E. Jung & Wulff Co., New Orleans, La.

Witt Cans for Every Purpose. (Ash and Garbage Cans). The Witt Cornice Co., Cincinnati, Ohio.

You'll Fall in Love with Jersey Maid. Jersey Maid Ice Cream Co., Bordentown, N. J.

To Give Typography Course

O. Alfred Dickman, of the Bartlett-Aldus Press, will conduct a course on Advertising Typography this year under the auspices of the New York Employing Printers Association, New York. There will be eighteen lectures in the course which will meet Monday evenings from 6 to 7:45, beginning October 17.

The association's educational program, in all, covers twenty-eight courses relating to printing and kindred subjects.

Appoints Milwaukee Agency

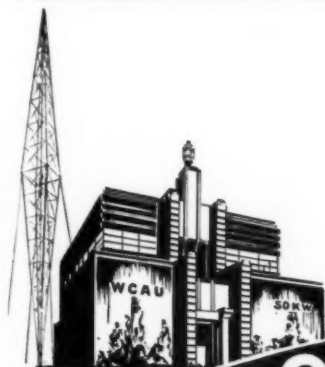
The United Paper Sales Company, with offices in New York, has placed its advertising account with Klau-Van Piersom-Dunlap Associates, Inc., Milwaukee. The sales company is a non-profit organization of paper and twine manufacturers selling to chains and buying syndicates. Business papers and direct mail will be used.

Joins "The Family Circle"

Joseph H. McGillvra, formerly with the Western staff of *Redbook Magazine* and the Eastern staff of the *American Druggist*, has joined the advertising department at New York of *The Family Circle*.

Leaves Hoover Company

C. S. Steinmetz has resigned as sales educational instructor with The Hoover Company, maker of electric suction cleaners.



50,000 WATTS WCAU

PHILADELPHIA

announces the

OPERATION

of its

**NEW RATES
EFFECTIVE
Oct. 1, 1932**

**NEW 50,000 WATT
TRANSMITTER**

**Rate Card
Upon
Request**

SEPTEMBER 15, 1932

Two Advertisers Go to Market Together

THE sale of packaged heating equipment is the aim of a joint campaign being sponsored by the American Radiator Company and the Petroleum Heat & Power Company. Newspapers are being used in a campaign, announced this week, which tells the development story of the new Arco-Petro heating unit.

Both companies are jointly sponsoring production of the new unit as well as its marketing, without

merging their interests and without any modification of their corporate identities.

The new product is a complete automatic home-heating unit, of boiler and burner combined, using either oil or gas. It will be sold by both Petrol and Nokol dealers and by the American Radiator Company's heating contractors. Shipment is made with the product completely assembled and ready for installation.



Riehl Again Heads Affiliated Bureaus

Harry W. Riehl, of the St. Louis Better Business Bureau, was re-elected president of the Affiliated Better Business Bureaus, Inc., at its annual meeting held last week at Columbus, Ohio. Harry Van Horn, of Columbus, was re-elected vice-president. T. M. Overley, of Indianapolis, was elected secretary-treasurer.

These officers together with the following constitute the board of governors:

H. J. Kenner, of New York; Miss Hazel Britten, of Seattle; H. G. Mitchell, of Oklahoma City; Harold J. Inns, of Montreal, and Edward L. Greene, of the National Better Business Bureau.

Holeproof vs. Hole-Shy

In a decision recently handed down by the Assistant Commissioner of Patents, it was ruled that the opposition of the Holeproof Hosiery Company to the registration of the notation Hole-Shy by L. Bamberger & Company as a trademark for men's silk hose should be sustained.

L. Bamberger & Company claimed use of Hole-Shy since November, 1930. The Holeproof Company set up ownership, among others, of a trade-mark registration granted in 1906. The Assistant Commissioner of Patents found a reasonable probability that the two marks would tend to confuse the consumer and therefore upheld the Holeproof Company's opposition to the registration of Hole-Shy.

Joins Western Agency

Asabel Curtis, Jr., formerly with the J. F. Held Advertising Company, Inc., Seattle, has joined the Western Agency, of that city, as an account executive.

Gets Customers to Talk About Their Grievances

Roy H. Booth, Jr., of the National Shawmut Bank of Boston, at the convention in Chicago this week of the Financial Advertisers Association, described the policy followed by his bank in dealing with customers' grievances. As in every business, these grievances are often the result of misunderstanding. Whether real or imaginary, management is handicapped in handling them because their existence is not made known.

"Many of you must have had the experience," said Mr. Booth, "of contacting a customer who has been carrying some grudge, most likely for a very minor matter, for many years." Though he may never have withdrawn his patronage, the chances are that he is always talking about the raw deal given him. If that man is contacted regularly, it is Mr. Booth's experience, he will get his grudge off his mind and forget.

The Shawmut bank makes it a point to see that a customer with a grudge can easily get it off his chest. It endeavors to acquaint every customer with an officer who can be consulted whenever a customer feels that he has not been treated right.

Suggestion boxes also are used. These are placed in convenient places where customers can write their complaints or compliments in private, seal them and drop them in the box.

C. P. Penny, Vice-President, Charles M. Storm Agency

Carl P. Penny, local advertising manager of the New York Evening Journal, is resigning to become vice-president of the Charles M. Storm Company, Inc., New York advertising agency, effective September 24. He formerly was vice-president of Jules P. Storm & Sons, Inc. Mr. Penny was at one time business manager and advertising director of the New York Morning Telegraph.

Better Contact at the Point of Sale Is Needed

One of the great lessons which the depression will have taught national advertisers is the importance of discovering and producing products that people can be made to want and not what the advertiser wants to offer, Arthur H. Ogle, merchandising manager of Bauer & Black, told members of the Milwaukee Advertising Club at a meeting held last week.

The constant job of the advertiser is to get to the people directly so as to assure himself of merchandising and advertising plans that will influence them in his favor, he said. An efficient working contact at the point of sale also will help the advertiser to adjust his ideas to a changing mass of people.

Between the product and the retail buyer, there is a gap which must be narrowed. This gap in Mr. Ogle's opinion could be reduced, if not eliminated entirely, by more intensive training of retailers so that they may have a better knowledge of the principles underlying their business.

Heads New England Financial Group

Ralph M. Eastman, of the State Street Trust Company, Boston, has been elected president of the Financial Advertisers Association of New England. Vice-presidents elected are:

Roy Booth, Jr., National Shawmut Bank; Rex T. Crandall, Webster & Atlas National Bank, and Frank L. Torney, Slayton-Learoyd, Inc. Henry I. Hewitt, Kidder, Peabody & Company, has been made secretary and Edward Messinger, Merchants National Bank, treasurer.

Directors include: Charles W. Earle, Chase Harris Forbes Corporation; L. W. Munro, Doremus & Company; Mark Hanna, Bankette Company; Stanley Clark, Estabrook & Company, all of Boston, John H. Wells, Rhode Island Hospital Trust Company, Providence; Gilbert E. Woods, Citizens Savings Bank & Trust Company, St. Johnsbury, Vt.; Joseph F. Moriarty, Second National Bank, Nashua, N. H.; Henry S. Beveridge, Fidelity Trust Company, Portland, Me., and George Wilshire, First National Bank & Trust Company, New Haven.

Death of C. F. Berg

Charles F. Berg, head of a retail organization at Portland, Oreg., bearing his name, died recently at that city at the age of sixty-one. He was at one time president of the Pacific Coast Advertising Association.

Joins Hamman-Lesan

Arthur Smith, formerly in charge of the San Francisco office of Roy Alden & Associates, advertising agency, has joined the Hamman-Lesan Company, San Francisco advertising agency, as an account executive.

"Punch"

—“the paper that
is *England*”

LIKE the ripples from a stone cast into a pool, the effect of advertising in “PUNCH” widens, widens, widens continually, covering the whole English-speaking world. “PUNCH” is not less important for opening world markets than for cultivating the British market.

The sending on of “PUNCH” from family to family and from country to country is an invaluable feature that is peculiar to “PUNCH.”

MARION JEAN LYON, *Advertisement Manager, “PUNCH,”*
10, BOUVERIE STREET, LONDON, E.C.4, ENG.

Death of Magnus W. Alexander

MAGNUS WASHINGTON ALEXANDER, for sixteen years president of the National Industrial Conference Board, died at New York last week. He was sixty-two years of age.

He was much sought after as a speaker on industrial and economic problems and frequently addressed conventions of advertising interests. Mr. Alexander, who warned of the business depression as early as 1927, held that the recent economic collapse was the result of over-indulgence in the expansion of industrial plants and equipment; in production; in the stimulation of production by excessive advertising; high-pressure salesmanship and instalment selling; over-indulgence in personal and business spending and in governmental expenditures, and over-indulgence in speculation.

It was also his contention that retailers were too slow in cutting their prices, holding that public buying of goods would increase when retail prices were at a level sufficiently low to induce purchase. He pointed to the huge sums on deposit in savings banks as proof that the public could and would buy.

Mr. Alexander was, for eighteen years, the engineer in charge of design for the General Electric Company. In 1918 he was given the title of "engineer on economic issues" in a consulting capacity.

To Manage Buckeye Refrigerator Sales

Frank V. Goodman, formerly general sales manager of the Sonora Phonograph Company and, later, with the American Bosch Magneto Corporation as radio sales manager, has been appointed general sales manager of Domestic Industries, Inc., Mansfield, Ohio, manufacturer of Buckeye refrigerators.

W. E. Hager with Weiss Agency

Walter E. Hager, until recently with the Reuben H. Donnelley Corporation, has joined the Weiss Agency, New York, as an account executive.

Condemn Lotteries as Sales Stimulant

The Better Business Bureau of Milwaukee and the retail division of the Milwaukee Association of Commerce have asked Milwaukee business firms, trade groups and civic organizations to join in condemnation of and opposition to the lottery as a means of stimulating business.

These groups have recommended that any business concern using or contemplating the lottery as a trade stimulator should voluntarily abandon it.

A bulletin issued on the subject points out that lotteries do not build or create business and that any benefit they contribute is lost as soon as an injured competitor is driven in self defense to adopt a rival lottery or similar business stimulator.

A. A. Maroldi with Horan Engraving

Arthur A. Maroldi, for seven years assistant to the president of the Powers Engraving Corporation, has joined the executive and selling staff of the Horan Engraving Company, Inc., New York. He will be in charge of the newly opened branch of the Horan company at 87 Academy Street, Newark, N. J.

To Publish "The Parent Educator Review"

The Parent Educator Review will be issued at an early date by the Civic Group Publishing Company, Pleasantville, N. Y. It will be issued to parents and teachers of Westchester County, N. Y. Charles A. Fairman, Jr., has been appointed advertising and circulation manager.

Take Over The Kaye Company

William B. Keilsohn, Meyer Keilsohn and M. H. Rappoport have taken over control and management of The Kaye Company, New York, lithography and printing. Robert Bobrow has joined the company as sales manager in charge of the New York office.

Now Phelps-Engel-Phelps

The name of Norman J. Phelps Advertising, Chicago agency, has been changed to Phelps-Engel-Phelps, Inc. Norman J. Phelps is president, Frank L. Engel, who recently became associated with the business, is vice-president, and Fred W. Phelps is secretary-treasurer.

H. W. Hailey with San Francisco "News"

H. W. Hailey, formerly with the El Paso Herald-Post, has been placed in charge of display promotion of the San Francisco News.

GEORGE SWITZER

designer

210 MADISON AVENUE · NEW YORK CITY

PRODUCTS
PACKAGING
ADVERTISING

Companies and associations that have been served by George Switzer as designer or consultant, directly or through their advertising agencies...

Aluminum Company of America
Aluminum Goods Mfg. Company
Collins & Aikman
The Hoover Company
Air-Dry Corporation
Kohler of Kohler

The American Woman's Association
The Drake Hotel (Chicago)
The Palmer House (Chicago)
Hotel New Yorker

Du Pont
Westinghouse

Goodyear Tire & Rubber Company
Goodyear Zeppelin Corporation
Rolls-Royce
Budd-Wheels
Travel-Air
Curtiss-Wright
Robbins & Myers
Chicago, Milwaukee & St. Paul
Nippon-Yusen-Kaisha
North German Lloyd

Orange County Fern Growers Assn

L. C. Smith-Corona Typewriter Co.
Library Bureau
Shaw Walker
Remington-Rand

System...the Magazine of Business
Factory

United States Gypsum Co.
Holland Brick Company

Continental Type Founders Assn.
Evans-Winter-Hebb, Inc. — Detroit
printers
Kurt H. Volk, Inc. — typographers

General Foods Inc.
Fels-Naptha Soap
Proctor & Gamble
Black Flag Insecticide
Florida Citrus Fruit Growers Assn.
Cocomalt
Carnation Milk
Cudahy Packing Company
Quaker Oats Company

A. G. Spaulding
Burke Golf Company
Wright & Ditson

General Silk Corporation
Tubize-Chatillon Corporation
Cohn, Hall, Marx
Cheney Bros. Silks

Houbigant
Jean Patou, Paris

Lehn & Fink
Johnson & Johnson
Nassour Bros. — soaps, cosmetics
Glazo Nail Polish
E. R. Squibb & Co.

International Silver Company
New England Manufacturing Jewelers
& Silversmiths Association
Oneida-Community, Ltd.

A List of Trade Associations

ETHERIDGE COMPANY
GRAND RAPIDS, MICH.

Editor of PRINTERS' INK:

I have just been reading the interesting article, "Association Advertising Is Ready for a Comeback" by C. B. Larabee on page 56 of the September issue of PRINTERS' INK MONTHLY.

This brings the thought that perhaps you can aid us in obtaining some information we have been seeking. We have been looking for a source of information that will give us the names and headquarters addresses of the various trade associations.

Can you inform us if there is a directory, which gives this information, available or can you advise us where we might obtain these addresses?

JAY P. GARLOUGH.

THE most complete list of trade associations is available through the United States Department of Commerce at Washington, D. C. It is given in "Commercial and Indus-

trial Organizations of the United States."

This directory lists over 19,000 associations made up of 2,634 interstate, national and international, 3,050 State and territorial, and 13,625 local organizations.

National, interstate and international organizations are listed alphabetically and classified by commodities and functions. They are also listed geographically in the "State and Local" section under the city in which headquarters are located. State organizations are listed only under the city or town in which headquarters are located in the "State and Local" section.

The directory is bound in Buckram and can be purchased at 85 cents a copy from the Government Printing Office, Washington, D. C. —[Ed. PRINTERS' INK.]

To Represent Northwest Farm Trio

The Northwest Farm Trio has appointed George S. Clark, Seattle, as its Northwestern advertising representative. Mr. Clark, who was formerly with the Seattle Times, has established offices in the Lloyd Building.

Clark Brown with Bernsten

Clark Brown, for several years director of creative art on the Pacific Coast for Foster & Kleiser, outdoor advertising, has joined the Los Angeles staff of the H. C. Bernsten Advertising Agency, as an account executive and art director.

Appointed by Samson-United

Paul Luckenbach has been appointed director of the newly created health appliance division of the Samson-United Corporation, Rochester, N. Y. For the last three years he has been with the General Electric Company.

G. V. Reed with Tracy

Guy V. Reed, formerly of Lupton, Reed & Company, New York advertising agency, has joined W. I. Tracy, Inc., advertising agency, also of that city, as an account executive.

New Cleveland Business

The Inter-State Advertising Service has been organized in Cleveland. Officers are: K. M. Krantz, president; A. A. Tamkin, vice-president, and Allen J. Greene, secretary-treasurer.

J. P. Yoder with S. W. Straus

J. P. Yoder, formerly advertising manager of the Chatham Phoenix National Bank & Trust Company, New York, is now with S. W. Straus & Company, of that city. Previously he had been publicity and public relations representative of the Great Atlantic and Pacific Tea Company.

Appoints Allied Agency

The Riverdale Manufacturing Company, New York, converter of art drapery fabrics, has appointed Allied Advertising, Inc., of that city, to direct its advertising account. Business papers will be used.

To Represent "World Convention Dates"

Thomas J. Olliffe has been appointed Western representative of World Convention Dates, New York. He will make his headquarters at Los Angeles.

Employing Printers to Meet

The twenty-first annual meeting of the Employing Printers' Association of America, Inc., will be held at the Netherland Plaza Hotel, Cincinnati, October 16 and 17.

C. C. A. to Meet

The first annual meeting of the Controlled Circulation Audit, Inc., will be held in the McGraw-Hill Building, New York, on September 30, at 2:00 p. m.

Death of Charles Gimbel

Charles Gimbel, chairman of the board, vice-president and one of the founders of the department store business of Gimbel Brothers, Inc., died at Lake Placid, N. Y., on September 9. He was nearly seventy-one years old.

Mr. Gimbel became chairman of the board of Gimbel Brothers in 1931, on the death of his brother, Isaac. He is survived by a son, Adam L. Gimbel, president of Saks & Company, New York department store.

R. A. Hunter to Join Investors' Syndicate

Roy A. Hunter has resigned as manager of the Pacific Railways Advertising Company at Vancouver and will become affiliated with the Investors' Syndicate, Ltd., at that city. He has been president of the Pacific Advertising Clubs Association during the last year.

Resigns as President of Indianapolis Club

Stephen Badger has resigned as president of the Advertising Club of Indianapolis. Mr. Badger, who had been advertising manager of the L. S. Ayers Company, Indianapolis, has joined the advertising department of the J. L. Hudson Company, Detroit.

J. H. Williams with Moebius

Joseph H. Williams, for three years with the advertising department of Cutler-Hammer, Inc., Milwaukee, and previously advertising manager of the Walter Bates Steel Company, Gary, Ind., has been appointed sales manager of The Moebius Company, Milwaukee printing concern.

"School Progress" New Publication

School Progress is a new monthly business magazine published at Toronto which will be distributed among school executives and architects. Offices are at 2 College Street.

Heads Artcote Papers, Inc.

C. P. Alston has been elected president and general manager of the Artcote Papers, Inc., Irvington, N. J., following the resignation of Edwin G. Straus, as president. W. F. Gray has been elected secretary and treasurer.

Whitaker Paper Adds to Staff

Horace G. Brettelle has joined the staff of the Whitaker Paper Company, Detroit. He will be in charge of sales promotion.

Joins Smith, Sturgis & Moore

B. M. Atkins has joined the staff of Smith, Sturgis & Moore, Inc., New York advertising agency, as an account executive.

GOOD COPY

will help any
sound business.

Uncle Henry
Wilson used to
say, "If I owned
a business which
could not adver-
tise, I would
advertise the
business for
sale."

**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 Madison Ave.
New York City**

Form All-In-One Ad Service

The All-In-One Ad Service has been formed with headquarters at 1674 Broadway, New York, as a co-operative concern dealing in the allied arts of advertising.

The new organization will combine the services of the Harvey Agency, advertising agency, the Circle Press and the Century Photo Engraving Company, all of New York. Each company will continue to function separately as heretofore.

George W. Harvey, head of the Harvey Agency, will head the new business. H. S. Musgrave is treasurer. The board of directors, in addition to these officers, includes: I. Reison, George Booth, John Level, Carl Aprahamian and Henry Linet.

Appoints Reimers, Whitehill & Sherman

Earnest A. Lux, New York, maker of Agarlux, a chocolized mineral oil, has placed its advertising account with Reimers, Whitehill & Sherman, Inc., advertising agency of that city. Newspapers will be used in a test campaign.

Insurance Account to Ayer

The Standard Accident Insurance Company, Detroit, has appointed N. W. Ayer & Son, Inc., Philadelphia, to direct its advertising account.

Give Approval to Florida Citrus Campaign

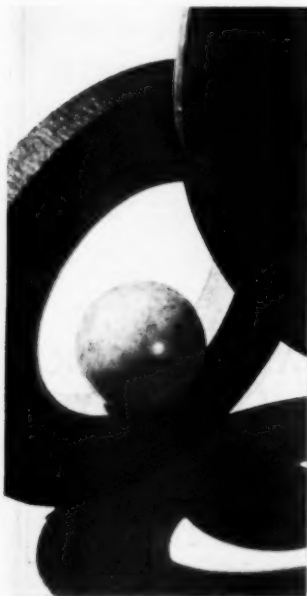
The Florida Citrus Growers Clearing House has announced that it will carry out its part in the joint advertising campaign with the Florida Citrus Exchange and other citrus marketing interests which was proposed early this year. At that time the two groups authorized the development of a concentrated advertising campaign on Florida grapefruit to the extent of \$40,000.

Clearing house growers will contribute 2 cents a box on oranges and grapefruit and 5 cents a box on tangerines as their part of the advertising fund.

The joint campaign is intended to supplement and strengthen the brand advertising done by many marketing agencies in the State, according to James C. Morton, vice-president of the clearing house.

To Market Glass Signs and Displays

The Gill Glass and Fixture Company, Philadelphia, has entered the glass sign and specialty display field. It is planned to establish sales offices in important cities throughout the United States. R. G. Regester, at one time with the Baltimore Enamel and Novelty Company, will be in charge of sales and advertising.



For those alert to the call of mellow shadow and steel-shafted light; to the harmonies of mezzo tints and contralto tones; to the new expression of photography in advertising . . . you will find high delight in the Exhibition of Advertising Photographs, now at the Camera Club, 121 West 68th Street, by Mr. Kurt F. Meissner, Photographic Artist, Federal Advertising Agency Inc.

15, 1932

Sept. 15, 1932

PRINTERS' INK

75

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Clearing will carry exchange interests year. At authorized ad-
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Donald Hough Has Own Business

Donald Hough, for the last three years advertising manager of the Munising Paper Company, Munising, Mich., Caslon Bond Paper, has established an advertising business at Chicago under his own name, with offices at 8 South Michigan Avenue. He will handle the advertising of the Munising company and the Seaman Paper Company.

Buy "Mid-Western Bank"

The *Mid-Western Bank*, Milwaukee, has been purchased from the De Puy Publications by Howard W. Clark of Chicago and Donald H. Clark of St. Louis. Howard W. Clark, vice-president in charge of the Chicago office of the Clark Publications, will be editor and manager.

Drug Account to Dallas Agency

The Southwestern Drug Corporation, Dallas, representing a merger of several Texas concerns, has appointed the Roy Cowan Company, Inc., of that city, to direct its advertising account.

Sid Levy Tells Why He Never Says "Please Buy"

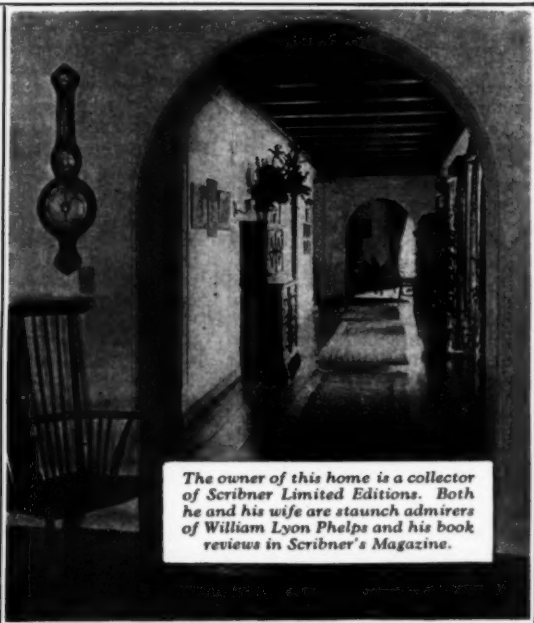
It is the boast of Sid Levy, president of The Sidley Company, San Francisco, maker of garters and suspenders that in thirty years of selling and advertising he has never said, "Please buy" in any direct manner. He has, instead, used forceful, subtle appeals with profitable results which he outlined at the annual meeting of the Pacific Coast Association of Display Men, held at Seattle last week.

His specifications for a good display require that it be exactly suited to the merchandising needs of the product, the market and the store.

"Convey information interestingly," advised Mr. Levy, "and you will produce sales. The information may be in the artistic appearance of your showing; it may be in copy that tells of legitimate reasons for value and service; it may be copy that tells of manufacturing processes, of sources of raw materials; ever so many romantic messages, virile, vital yet truthful."

Thomas Erlick, of Vancouver, was elected president of the Pacific Coast Association of Display Men. G. E. Williams, of Yakima, Wash., is first vice-president; Albert Lawrence, Seattle, second vice-president; L. A. McMullen, Portland, third vice-president, and Fred Tonge, Vancouver, secretary-treasurer.

GENUINE
QUALITY



The owner of this home is a collector of Scribner Limited Editions. Both he and his wife are staunch admirers of William Lyon Phelps and his book reviews in Scribner's Magazine.

Hard Times Have Taught Bankers Something About Advertising

Adverse Public Opinion Has Created a Psychological Situation Which
Calls for Correction of Mistakes

By Allard Smith

Executive Vice-President, Union Trust Company, Cleveland, Ohio

[EDITORIAL NOTE: During the last year the favorite indoor sport has been the making of sarcastic remarks about banks and bankers. Allard Smith, executive vice-president of the Union Trust Company, Cleveland, frankly admits that this has been due, at least in part, to mistakes made by the bankers. He expounded this idea in an address given before the annual convention of the Financial Advertisers Association in Chicago. What follows is a portion of his remarks. It is instructive to advertisers in general, not only because of their interest in banks (who can truthfully say that banks have no part in his existence?) but because of its statement of the advertising lessons banks have learned during the depression. What helps one advertiser is very likely to help another.]

THE mistakes which banking made during the expansion era were similar to the mistakes made in other lines of business. During the boom period, banks merged, chained, grouped, affiliated, erected big buildings, inaugurated new services, promoted investing, offered interest inducements or unusual services without charge, etc.

High-pressure sales efforts found their way into banking, much the same as in all other large businesses in the country. Similarly other businesses merged, chained and affiliated; they, too, erected big buildings, promoted investment issues, offered new kinds of free service.

But one important distinction is, that because of the nature of the banking business, the banker is still having to pay for his mistakes, long after the mistakes of other businesses have been forgotten.

Anything which affects a man's bank account, affects him in a particularly vital and intimate way—and he may forgive the loss of job far easier than he would forgive the loss of his savings.

Furthermore, bank customers, rightly or wrongly aggrieved, may hurt the business of their bank much more directly and easily than the discontented customers of an industrial concern may hurt the business of an industrial company.

Today, we are faced with adverse public opinion which must and can be corrected. The problem is, of course, how to proceed. Some interesting experimentation along this line has taken place during the last year.

It is interesting to look back over the last few months, and to review what was actually done in various banking centers of the country, and see what actually occurred.

Advertising Has a Need for Faith

In some cities, confidence-building campaigns of various types appear to have accomplished good results. For instance, in Atlanta one of the large banks initiated a well conceived advertising campaign, emphasizing the need of faith in banks, in business, in the country and in the people. This was excellently executed and other banks followed a similar program.

In Detroit, advertising campaigns were not employed. Instead, very effective propaganda was conducted through talks by business men, both in person and by radio, stressing favorable developments in industry, in national legislation, and featuring the importance of well-supported strong banking facilities.

In Buffalo, the situation was

Printers' Ink-lings
*in which our readers
pat our editorial back*



Coca-Cola Never Pauses

THERE is no pause in the advertising that tells about the pause that refreshes. In 1931, the Coca-Cola advertising appropriation was increased. Coca-Cola is represented on our subscription list by: R. W. Woodruff, president, and the following vice-presidents: Turner Jones, A. A. Acklin, Ray Dorsey, H. B. Judkins, De Sales Harrison.

handled by personal interviews between bank representatives and customers, and by active co-operation between banks, restoring confidence where people seemed to express doubts.

In Louisville, a very open policy of displaying cash reserves, and paying out promptly without question, was reinforced by advertising material similar to that used in Atlanta, by valuable co-operation from newspapers in news columns, and by a determined and aggressive contact by banks, with business men and depositors.

Back to Good Times Campaign in West

In California, a confidence-building campaign was carried on within and without one of the largest banking institutions, on a nation-wide basis. The assistance of the Attorney-General and the American Legion, radio, newspapers, public addresses, etc., were combined into a "Back to good times" campaign.

In the above-mentioned cities, the bankers and business men are in accord in believing these activities were successful, so let us look for a moment at some different experiences.

In St. Louis the rumor situation was handled not by publicity, but by the reverse. There was no propaganda in the papers—there was not even much customary bank advertising. In fact, clearing house banks actually agreed that they would not advertise for any commercial business, or solicit business from each other. St. Louis came through with very few banking disturbances.

In Canton, Ohio, after one bank closed, the other banks published large newspaper advertisements stressing the fundamental soundness of Canton's businesses and banks. These advertisements told the people, in substance, that the banks were safe and that if they wanted their money they could come and get it. They did come and get it and two more Canton banks closed.

In Mansfield, Ohio, there were two banks, one of which was a

consistent advertiser, and the other of which was not. The one which was not a consistent advertiser closed. This spring, however, this bank was re-opened, and began an active advertising campaign, with the result that at the close of its first month's business it had \$100,000 more on deposit than it had at the time it reopened! Strangely, the closing of this bank gave it first-class publicity!

In Salem, Ohio, after one bank closed, other banks immediately published special newspaper advertisements, designed to allay further suspicions—and there were no other bank closings. In Toledo, Ohio, after a number of banks closed, other banks did no special advertising whatever, but carried on their regular advertising, making no mention of current conditions: there were no further closings. Credit companies in Akron, Ohio, and Baltimore, Maryland, organized and published announcements, which aided the banking situation very materially. In Cleveland and Youngstown, on the other hand, very little was published, but rumors ceased when the U. S. Attorney gave out in an interview, that he was proceeding against rumor-mongers. Many similar examples could be recited. The daily news columns were harmful in some cities—in other cities, the newspapers were of very valuable assistance.

Strong Remedies Are Needed

The condition needs strong remedies. What we need to cure is not the apparent or immediate cause, but the basic cause. It is not enough to attempt to change the psychology of people who have already become alarmed about banks; our task is to change public psychology, in such a way that people will not become alarmed about banks in the first place.

* * *

First of all, we must carefully put our own house in order. We may as well admit that many banks and bankers have erred in policy in the past. They know it now better than anyone else, and I

JAMES GRAY inc.

DIRECT MAIL ADVERTISING



TELEPHONE
PENNSYLVANIA 6-0346
340 WEST 40th STREET
NEW YORK CITY

Mr. A. M. Wilcox
Printers' Ink
185 Madison Avenue
New York, N. Y.

Dear Mr. Wilcox:

As you will remember, we inserted a half-page advertisement in Printers' Ink Weekly of June 23, offering a complete Postal Analysis showing how to cut postage costs.

During the intervening period we have received 209 letters asking for the analysis. Of these letters 126, or approximately 61%, were from commercial or industrial organizations. The signature was that of an Advertising Manager or of some other important executive.

We received 41, or about 19% of our replies, from Advertising Agencies, 27, or approximately 12%, from Publishers, and 15, or about 8% from Printers.

Simply to tell you that we are pleased with the results from our advertisement would be putting it mildly.

Inquiries are still straggling in. It is hard to tell at this date exactly how much business will result from them, but we have already received several orders and expect to close several others shortly.

It seemed only fair to tell you that our experience with Printers' Ink Weekly has been a profitable one,

Cordially yours,

Edward N. Mayer, Jr.
MAS
August 2, 1932

assume that they are industriously engaged in correcting those faults—whatever they may be—in their own banks.

Along this line, I think that one of the most important things which banks must do is to eliminate free services, which had no excuse for their existence from an operating standpoint, but which were adopted purely for the purpose of attracting new business into the bank. Banks generally have been guilty of this sort of thing, and have had to pay a penalty for it. And by the way, this has a direct bearing upon advertising.

What kind of advertising will assist to restore universal public confidence in banks?

We have found that in some cities last minute confidence-building advertising apparently succeeded; in others, it failed, but it is a fair conclusion that last minute confidence-building advertising had little effect one way or the other, upon the final outcome. Apparently last minute advertising was an attempt to lock the stable after the horse was gone, or at least he was half-way out.

Time Element Is Important

I think the most important thing with respect to advertising, which seems to be clearly demonstrated from this experience, is that bank advertising requires *time* in order to have much effect. Its value lies largely in the continued repetition of an idea over and over again, until this idea has been firmly implanted in people's minds. I guess this is as true in most all advertising, as well as banks.

During the last seven or eight years let us consider what you have been stressing, in bank advertising. You have been telling people how old banks were, how strong they were, how serviceable, how many extra things they could do for people, how friendly and companionable they would like to be. You have been telling the public what good judges banks were of other people's business, and what securities to buy and sell. I wonder if our customers haven't

heard and read enough about that for a while. Perhaps the experience they have had with us has aided them, more than our advertising, to judge banks and banking capacity.

And all this time that you were stressing these points in your advertising—points, some of which it would have been better not to have stressed quite so forcibly—you did not sufficiently inform the public about the one thing which, as it turned out, the public really wanted to know—namely, *how a bank operates and what it does with the depositors' money.*

This did not seem so important from 1923 until 1929. Then it was assumed that all banks were safe! At least bankers believed it, and so did depositors. Therefore, you saw no reason to explain to the depositor what banks did with his money, or to educate him as to the operation of a bank.

It is easy enough to look back now, and realize that was a mistake. As a matter of fact, when a crisis came, the public did not care in the least how friendly the banks were, or how serviceable, or how many different things they could do for him and his family—he wanted to know just two things—"What have you done with my money?" and, "Is it safe?"

This is a question which advertising had made little attempt to answer—or tried to answer after it was too late.

The underlying cause behind the mob psychology which drew out bank deposits during the last two years was fear, and fear, in the last analysis, is frequently another name for ignorance. If banks can dispel this ignorance, then I think they can eliminate a great share of the fear. You can never expect to eliminate bad mob psychology completely—but you can eliminate a large share of it, and reduce it to a point where it may be kept under control, when it does arise.

Banks must start today upon a persistent program of steady educational advertising, in order to be prepared for a future depression, should that depression ever come again.

●

A METROPOLITAN NEWSPAPER WANTS AN ADVERTISING DIRECTOR

●

A strong Evening and Sunday newspaper in an eastern city of more than half a million population invites applications for the position of Advertising Director.

If you are a real leader of men . . . well educated . . . energetic . . . forceful . . . write a *complete* letter to the box number below, inclosing a recent photograph.

Interviews will be granted to those who have adequate knowledge of retail, national and classified advertising . . . men whose character and record will stand searching investigation.

The man who qualifies will be offered the kind of job which is seldom open . . . an association with a fine organization . . . literally the chance of a lifetime.

Address "D," Box 207, Printers' Ink, 185 Madison Ave., N.Y.

(It is better to make your letter too long than too short)

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street
Geo. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
G. A. NICHOLS, Managing Editor
ROY DICKINSON, Associate Editor
C. B. LARRABEE, Associate Editor
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London: McDonough Russell

NEW YORK, SEPTEMBER 15, 1932

Cocoa's Suggestion to Wheat

The British Empire supplies almost sixty-two per cent of the world's cocoa. They have no Farm Boards in that country to buy large quantities and store it to keep an excess supply off the market.

The Britishers apparently look at the matter there the other way around. It is consumption that interests them.

The Empire Marketing Board, according to the United Press, has just approved a plan conceived by the Cocoa Marketing Council of Great Britain for a large advertising campaign to induce people to drink more cocoa.

Funds for such a campaign amounting to \$630,000 a year for five years are to be secured from those portions of the empire which produce cocoa.

One difficulty which at present prevents the starting of this Government campaign on a commodity

is that cocoa is fattening while tea is not.

The marketing board must discover either a method of taking out the fattening qualities from the product as American brewers took alcohol from beer to make their cereal beverages, or a copy angle must be developed which makes more flesh desirable to prospective consumers.

This most recent news on Britain's increasing use of advertising to meet economic problems makes one wish for a Government marketing board in this country.

How many uses are there for wheat, for example?

How much less money would it cost to find out and then advertise such uses than in uneconomic attempts to peg the price and store the surplus?

Mr. Hill's Million

According to a decision handed down last week by the Circuit Court of Appeals, it is possible, after all, for one individual person to earn as much as a million dollars in a year. And if he earns it he ought to get it—and sometimes, as in the case of George W. Hill, president of the American Tobacco Company, he does get it.

According to this decision, moreover, Mr. Hill is going to be allowed to keep the million or so he got from his company in the way of an extra stock bonus and other considerations.

Certain stockholders objected strenuously to his rather sizable compensation for a single year's work—much as certain advertisers are complaining about the alleged fortunes being made by advertising agents out of their 15 per cent commission—and went into court about it.

But the court held:

Under his [Mr. Hill's] management, a new policy was inaugurated in all departments and the result made the American Tobacco Company the leader in the cigarette industry. The increase in the sale of the company's most popular brand, "Lucky Strike," was nearly six billions. . . . These figures give some idea of the gigantic problem confronting those engaged in the active management of the company's affairs. It has had a

most unusual commercial success. The services rendered by the individual appelles have been extraordinary and unique.

In other words, Mr. Hill and his associates created something that did not exist before and in so doing (we are paraphrasing the court's remarks) earned a fair share of the proceeds which in this case happened to run up into real money.

More power to any man who can make a fortune out of his job or his business as long as he puts more into it than he takes out.

On this basis, if Mr. Hill can make two million dollars next year instead of one, it is all right with us.

These Act as Well as Talk

Business men, with ample justification, have been doing more than the usual amount of tall complaining of late about the free and easy way in which national, State and municipal governments spend their money—"their" in this case meaning the money of the aforesaid business men.

But their criticism is by no means destructive even though, galled by repeated abuses, their language at times may be a bit rough and tough; they are not only adept at indicating what is the matter but are ready to help fix things as they should be fixed.

Joseph V. McKee, who recently succeeded Jimmy Walker as mayor of New York, found this out in an interesting manner the other day. That municipality spends about \$20,000,000 a year for one thing and another—a sizable sum under almost any circumstances and no small quantity of merchandise either.

Mayor McKee decided this huge amount of buying might as well be done right. Maybe the city could save a little money and possibly reduce the taxpayers' burden.

Accordingly, he asked W. T. Bower, vice-president in charge of purchases for the New York Central Railroad, if he would serve on a committee to see if the job could be done better. Mr. Bower would.

Also Jesse Straus of R. H. Macy & Company and A. A. Swayne, vice-president of the General Motors Corporation, informed His Honor that they would detail experts (who presumably know quite a bit about buying) to co-operate with Mr. Bower.

All this seems rather promising. It demonstrates beyond all argument that business interests, if they can avoid being too polite and lady-like in their representations, can have a great deal to say about the spending of the money of which they supply the major part.

If this sort of thing spreads very far it may be that hard-fisted campaigners such as Colonel R. R. McCormick and Bernard Baruch will find their pet project of carving a billion or two from the overhead cost of government is not, after all, what the old-time Kansas politicians were pleased to call an iridescent dream. Anyway, it's a mark worth shooting at.

Flying Family Found

As this issue of PRINTERS' INK goes to press, news arrives that the "flying family" of Hutchinsons have been picked up by Captain Watson of the British trawler *Lord Talbot*.

The news relieves thousands of people who have worried about the fliers, especially the two small daughters; but isn't it about time that some restraint be shown in publicity stunts?

It may be all right for a grown man or a woman to risk life for publicity which will lead to a lecture tour, a contract in the movies or radio, or a job with an oil or gas company.

But this near tragedy in which the lives of children were placed in pawn seems a step too far. Admitting that some family will be the first to travel to Europe by air, shouldn't this be left to normal development in air travel?

These words of the Danish paper *Politiken* justifying the refusal of the Danish Government of permission to fly over Greenland seem pertinent:

"Permission . . . would have been

granted if the flight had been likely to serve any practical or scientific purposes. . . . But the flight was a mere stunt sensation. The lives of girls six and eight years old should not be risked for the reward of newspaper headlines."

The New York *Evening Post* goes so far as to suggest that Mr. Hutchinson should be sent to jail.

His success—or lack of it—in staying out of jail is no concern of ours. But, now that the family is saved, we do think that this narrowly averted disaster will serve a useful purpose if it helps diminish publicity stunts by advertisers.

To begin with, these stunts are in bad taste. Advertisers who have been known to finance some of them could really get somewhere if they would invest the same amount of money in the frank and open use of paid space.

Mussolini and Teagle

A few days after the appointment by President Hoover of Walter C. Teagle, president of the Standard Oil Company of New Jersey to head a Spread the Work Committee, came news from Rome.

Following Italy's proposal to the International Labor Office for a five day, forty hour week as a means of absorbing more than a million unemployed, Mussolini's Ministry of Corporations is canvassing all Italian industries. If the present survey justifies it, the Government will suggest or order the shorter work week.

Walter Teagle's job is not so simple. He must substitute education for the big stick.

Having adopted a shorter work week for his own 33,000 employees with satisfactory results, busy boss Teagle closed his desk at Standard Oil, told his subordinates there to run the business for a few months, moved into small offices in the Federal Reserve Building and with a group of assistants went to work. His job is to co-ordinate, educate and speed up the tendency toward the sort of work division which he has seen operate well in his own business.

Walter Teagle is a live wire, a

man who knows the public mind, who can talk their own language to big industrialists. No theorist, he believes thoroughly in the permanent economic value of the job which has been handed him.

When the energy and dynamic force which have directed the destinies of a great and diversified business are turned full force into the promotion of an idea, things are bound to happen.

The Teagle way and the Mussolini method of reaching the same objective, differ widely.

Both are working on a problem close to the minds and pocketbooks of makers of merchandise.

No matter how well goods are advertised and distributed, unless there is a consumer on the other side of the counter capable of taking them home, the whole process falls down.

Plans which hold forth possibilities of increasing by millions the number of possible purchasers will be watched with eager interest by the advertising manufacturers of the world.

New Co-operative Appoints J. Walter Thompson

The Pineapple Producers Co-operative Association, Ltd., a recently formed organization, has appointed the J. Walter Thompson Company to direct its advertising account.

Members of the new association include the California Packing Corporation; Libby, McNeill & Libby; Hawaiian Pineapple Company, Haiku Pineapple Company and the Baldwin Packers.

Headquarters of the association will be in Honolulu but the marketing committee is composed of San Francisco men. Members of this committee are: R. M. Barthold, of the California Packing Corp.; H. E. MacConaughy, of the Hawaiian Pineapple Co.; W. A. Geller, Libby, McNeill & Libby, and John Speyer, of the Baldwin Packers.

Elvon Musick, Los Angeles lawyer, is president. Charles R. Hemenway, of Baldwin Packers, is vice-president. H. A. Walker, of American Factors, is secretary-treasurer.

Now "The National Home Monthly"

The Western Home Monthly, Winnipeg, Man., has changed its name to *The National Home Monthly*, effective with the October issue. This change has been made in order better to define the national scope of the publication.

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Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

HOW MUCH TIME will it
take to build a sound ad-
vertising plan? "Time
enough to do it right," is
the only answer we know.

Not how much ground
we can cover, not how
fast we can cover it, but
how well we can do each
job — that is our defini-
tion of service.

"NOT HOW MUCH, BUT HOW WELL"

FARM PAPER SUMMARY FOR AUGUST

COMMERCIAL ADVERTISING LINAGE

(Exclusive of house, livestock, baby
chick and classified advertising)

MONTHLIES

	1932 Lines	1931 Lines
California Citrograph...	12,446	17,516
Successful Farming ...	7,643	9,433
Capper's Farmer.....	7,597	10,946
Country Gentleman...	7,468	18,210
Country Home.....	5,524	4,739
Southern Agriculturist.	5,097	6,572
Florida Grower.....	4,104	4,586
Western Farm Life...	4,041	*11,267
Breeder's Gazette	\$3,942	9,290
Progressive Farmer & Southern Ruralist Carolinas-Virginia Edition	3,052	*9,216
Georgia-Ala. Edition	2,982	*8,946
Texas Edition....	2,857	*9,510
Ky.-Tenn. Edition	2,039	*9,210
Miss. Valley Edition	2,002	*9,160
Wyoming Stockman- Farmer	3,008	3,520
Farm Journal.....	2,720	4,685
Poultry Tribune.....	2,549	3,266
Better Fruit.....	2,536	5,282
National Live Stock Producer	\$2,104	3,660
American Fruit Grower	\$1,712	2,268
Northwest Poultry Jour.	1,678	2,652
New England Dairyman	1,406	3,135
Inland Poultry Journal	\$1,177	
The Bureau Farmer..	1,090	2,856
Everybody's Poultry Jour.	813	2,095
Amer. Poultry Journal.	495	2,902

*Two Issues.

‡July and August issues combined.

SEMI-MONTHLIES

Okl. Farmer-Stockman	9,172	12,333
Arkansas Farmer....	7,621	3,295
Missouri Ruralist....	7,335	11,315
Farm & Ranch.....	6,682	†11,972
Montana Farmer.....	6,227	9,934
Arizona Producer....	5,997	5,502
Hoard's Dairyman....	5,830	14,979
Missouri Farmer.....	4,176	3,414
Indiana Farmer's Guide	3,961	†12,668
Utah Farmer.....	3,921	8,967
Southern Planter	2,941	7,239
Southern Cultivator...	1,000	1,820

†Five Issues.

BI-WEEKLIES (2 Issues)

	1932 Lines	1931 Lines
Wallaces' Farmer & Iowa Homestead	11,930	†15,543
Nebraska Farmer....	11,829	†20,566
The Farmer & Farm, Stock & Home Minnesota Edition.	10,981	†12,888
Dakotas-Montana Edition	8,155	†11,729
Prairie Farmer Illinois Edition ...	10,891	14,997
Indiana Edition ..	7,847	11,600
Wisconsin Agriculturist & Farmer	9,910	†14,575
Kansas Farmer, Mail & Breeze	8,253	†14,815
Ohio Farmer	7,114	†16,071
Pennsylvania Farmer ..	7,105	†16,158
Dakota Farmer	6,929	19,326
Michigan Farmer	6,475	†13,706
American Agriculturist.	6,372	†12,514
Local Zone Advg..	4,596	†10,345
New England Homestead	3,745	†12,080
†Five Issues.		

WEEKLIES (4 Issues)

Pacific Rural Press ...	19,693	†25,087
California Cultivator ..	12,185	†23,482
Washington Farmer ...	10,140	14,812
Oregon Farmer	9,784	14,258
Idaho Farmer	8,339	14,305
Rural New Yorker	4,737	†13,341
Dairymen's League News	1,022	3,946
†Five Issues.		

FARM NEWSPAPERS (5 Issues)

Kansas City Weekly Star		*12,619
Ark.-Okla. Edition.	13,878	
Kansas Edition ...	13,836	
Missouri Edition ...	13,822	
Dallas Semi-Weekly Farm News Friday Edition ...	*735	*1,796
Tuesday Edition ..	616	*2,428
*Four Issues.		

(Figures Compiled by Advertising
Record Company)

New Client for Riegel & Leffingwell

The American Woolen Company, New York, has appointed Riegel & Leffingwell, Inc., of that city, to direct the advertising of its men's fabrics. Business papers and direct mail will be used.

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\$12,080

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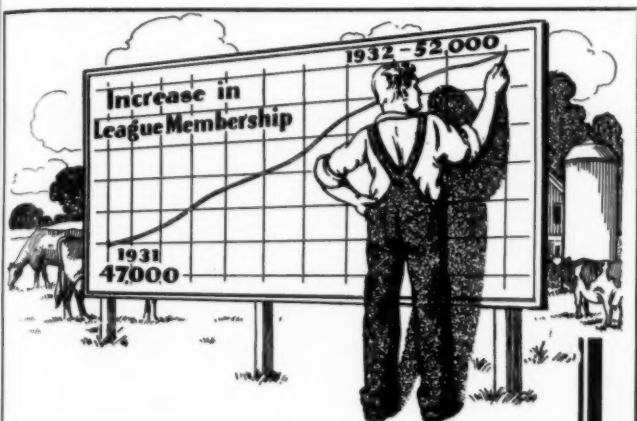
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It's GROWING! League Membership

The year 1931 was as trying for dairymen as for other business men. Yet, during the fiscal year, 1931-32, the membership of the Dairymen's League increased from 47,000 to 52,000. Cooperation thrives on adversity, and so does cooperative journalism.

Not in a dozen years, has the Dairymen's League News carried so much vital news—news that is eagerly read by the milk producers of the New York City Milk Shed.

Eliminate waste circulation—reach real buying power at minimum cost—use the farmers' own publication—get results!

Ask our Business Manager to give you full information about this concentrated dairy farm market.

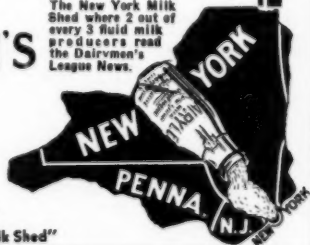
DAIRYMEN'S League NEWS

NEW YORK
11 West 42nd St.
R. L. Culver
Bus. Mgr.

CHICAGO
10 So. LaSalle St.
J. A. Meyer
Phone: PEnn. 6-4760 Phone: Franklin 1429

"The Dairy Paper of the New York City Milk Shed"

The New York Milk Shed where 2 out of every 3 fluid milk producers read the Dairymen's League News.



The Little Schoolmaster's Classroom



THE Graham-Paige Motors Corporation has found what it believes to be a solution to the perplexing problem of how to show a customer the true effect of optional color combinations. It is providing dealers with miniature Graham sedans (thirteen-inch wheelbase) finished in the identical lacquers used on the big cars.

In the salesroom scene, pictured here, the fair prospect, having inspected the golden-tan car in the background, is deciding whether she prefers one of the other colors shown in the miniatures. The models are exact scale reproductions of the Graham, finished in the body paint shop at the factory. The wheels turn, and they have rubber tires.

* * *

One of the Schoolmaster's neighbors had been considering the purchase of an oil burner for some time. The advertising of one particular brand interested him so he went around to the local dealer's showroom to inquire about it.

The dealer did a good job of selling. He knew his product well. It looked as though a sale would be made.

But the dealer spoiled the sale when he suddenly flared up and started to tell what was wrong with a certain competing burner.

The prospect had dropped a cas-

ual remark that this other brand of burner looked as though it might be a good one. Instead of agreeing and getting the prospect's mind back on his own burner, the dealer snorted: "Have you ever examined that other burner carefully? Take a look at it and notice the safety devices which have been installed on it. Evidently the manufacturer expects trouble or his burner wouldn't need these devices. There must be some danger of it exploding."

Up to this point, the prospect had not considered the possibility of an explosion from an oil burner. Right away he began asking questions about the dangers involved. He had been sold thoroughly on the idea of an oil burner but the more the dealer talked about the various safety devices which other burners required, the more the prospect wondered if all oil burners might not be a little bit unsafe and this one, in particular.

He probably will still be in the market for a burner. But it is going to be difficult for the salesman who does close the deal to overcome the fear which was created by a bit of bad salesmanship.

* * *

Class member David B. Gibson, vice-president, Industrial Publications, Inc., sends the Schoolmaster a letter written by Arthur C.

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Another Language

LIKE the title of New York's recent successful play, written in her spare time by a dentist's wife, American business is beginning to talk Another Language.

Rail mergers are under way, banks offer bonds to expand currency, the self-liquidating relief bill is a law, large public works programs are reported from Louisiana, California, New York.

The wages paid in these big programs will be spent on food, clothing, furniture and an endless variety of other commodities.

The vicious circle of contraction and deflation is being displaced by a beneficent circle of more employment.

The policy of despair which froze enterprise is being supplanted by men who speak a totally new language, the language of

"let's get started."

It isn't only bridges, tunnels and big public works that are being started.

Advertising plans are being made, increases in appropriations are being discussed by the same men who could think only of cutting down, a few months ago.

It is high time this new language became universal in our land.

The business men who study the PRINTERS' INK Publications for the usable ideas they find there, will understand the new language of publishers and advertising agents with space and services to sell for the big rebuilding program just ahead of us.

The most effective way to reach the men who understand the new language of sound optimism based on facts, is in the pages of the

PRINTERS' INK PUBLICATIONS

EXCEPTIONAL OPPORTUNITY

Agency Account Executive

Well known, old established Chicago Advertising Agency now making plans for expansion. Can use one more account executive of good background. Write full particulars in first letter. Members of our organization know of this advertisement. Address "E," Box 209, Printers' Ink.

Want Sales in the Northwest ?

Experienced sales promotion man, with crew up to 100 salesmen, is ready to go to work in Minnesota, Wisconsin, Dakotas or any part.

Can finance own operations and guarantee results if product is right.

Reply to "B," Box 206
PRINTERS' INK

Lueder, post master, Chicago, which shows that the post master is willing to take a little of his own medicine. The letter is as follows:

"Shout in a yelling crowd and few will heed you, no matter what you say. But give a lusty roar when all is quiet and all eyes and ears will be yours. And if what you have to say is worth it, you may be sure of an eager, attentive audience.

"Advertising is like that! When everyone is striving for the attention of the buying public, it is hard to get your own message across. But when all is comparatively quiet, then, it seems to me, is the time to get in your best advertising licks. There are thousands of people with buying power in the Chicago trade area, buying cautiously and carefully it is true, but buying nevertheless—and they would buy from you if you would tell them where you are and what you have to sell. Why not tell them through the newspapers and magazines, or let your Uncle Sam carry the glad news that you have good goods at the right price? It's worth thinking about, isn't it?

"How is the post office interested? Just the same as you are. We're a part of your business; we're not busy unless you are. We like to see things booming. We're happier when we're too busy handling your mail to worry about the heat, or the cold, or the rain, or the snow, or the next payment due on the flivver. So let's get together and start something. Why keep walking around business waiting for her to get a move on? Let's give her a good push and start her on her way.

"One word more. Before you start that campaign, let us clean up your mailing list. We'll do it for approximately a cent a name. If you're interested, write me, or call Harrison 4700, local 385."

Reports from various parts of the country indicate that the revised postal rates are not bringing in the anticipated revenue. Perhaps the post office department

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Sept. 15, 1932

PRINTERS' INK

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Chicago, post master title of his letter is as

will have to go into the direct-mail business itself, following Postmaster Lueder's lead.

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When the National Lead Company mails its saucer test kit to prospects desiring to test the qualities of Dutch Boy Red Lead, an extra step is taken to make sure that it reaches the man who wrote for it.

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The kit consists of an unfinished steel saucer and a small can of red lead, packed with instructions in a cardboard container. The mailing label occupies two-thirds of the top of the container. One-half of label—the left-hand side—features this message, "The Kit You Requested for the 'Saucer Test.'"

This is so prominent that it assures prompt delivery to the individual whose name appears on the package.

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The Schoolmaster believes that this idea has wide application for advertisers who mail literature or samples to individuals connected with concerns where this literature is apt to be opened by others than those for whom it is intended.

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The public notices columns of daily newspapers hold an undeniable fascination for the Schoolmaster, who finds them an excellent stimulant for his sometimes inert imagination. It is here that he often seeks a titillating taste of intrigue, a succulent dash of the romance of the old school, or even an occasional plain bite of the bitter dregs of matrimony.

While nibbling recently at this imaginative bill-of-fare as presented by a New York newspaper the Schoolmaster found an advertisement that not only awakened his interest but that also pertained sufficiently to business to permit Classroom mention.

parts of the re- bringing e. Per- partment

The advertisement was brief. "I have just enough brains to keep my mouth shut, my ears open, and present good executive appearance," it said. "Do you need a front for your business?" It bore the customarily cryptic signature, L 127.

The notice so intrigued the Schoolmaster that for a time he

Cartoons

For Use in Large or Small Space

70% of all readers follow cartoons. They read them whether used for editorial or advertising purposes. But, to be successful, cartoons must be carefully planned.

We have had years of experience handling cartoons for all purposes and have specialized in their development for advertising usage. We would welcome an opportunity to cooperate with you.

Tell us what you need and ask for list of available cartoonists.

Fred A. Wish

INCORPORATED

12 E. 41st Street, N. Y. C.

Pioneers in Cartoon Advertising

• Successful Correspondence School FOR SALE

THIS school made a fortune for one owner within a period of about ten years. Has excellent background; serves stable field appealing to both men and women. Excellent opportunity for someone to take over a going concern, free of indebtedness, and establish himself in interesting, highly profitable business. Assets in student accounts receivable, supplies, etc. will exceed selling price. For information address: "G," Box 60, Printers' Ink.

YOUNG MAN

with College education, single, Christian, needs a change. Has managed a direct-mail and radio advertising service, also a small publishing office. Agency experience in copy, plan, layout, research and radio. Has executive and organizing ability. Can some one in the New York Metropolitan area use him somewhere . . . as a dependable assistant for busy executive, another agency connection or preferably a start in an advertising department of a broadcasting company. All he asks for is a position where he can look ahead . . . "blind-alley jobs" are slowly but surely "sapping" all of his pep and vigor. Can you use him? Salary moderate. Write "C," Box 208, Printers' Ink.



MOST of the articles in each issue of the **PRINTERS' INK** Publications are of more than timely interest.

Long after they appear you will find in them points that will help you decide a current sales or advertising problem of your own.

To facilitate in preserving copies we furnish binders that will be an attractive addition to your library.

These binders are sold at cost. The Weekly binder, holding ten or more copies, \$1.25, postpaid. Monthly binder, holding nine copies, \$2.00.

Printers' Ink Publications
185 Madison Ave. New York

contemplated establishing a partnership with Mr. L 127 in the field of selling business fronts, with an idea of marketing them wrapped in Cellophane, like shirtfronts. But unlike most of these mysterious notices this one was explained by the newspaper itself, which was curious enough to interview the advertiser.

Mr. L 127, according to his own words, until recently had been a deviser of radio programs and had also been a professional singer. Finding himself temporarily without benefit of employment he had hit upon the idea of reviving the stuffed shirt industry. His intentions are to do the handshaking and general buffer work for a firm whose executive perhaps does not care to be known or is unqualified for such duties. Mr. L 127 explained that he had once held such a position with a large public utility concern.

All of which digression from the more serious side of his profession leaves the Schoolmaster with no moral to point to, unless he may mention that he knows of a few professional singers who he wishes had Mr. L 127's aptitude for maintaining oral inactivity.

* * *

There is no better time to remind people that you would like to have their business than in those highly favorable moments when you are paying them money. Members of the Class who may have received checks from The B. F. Goodrich Company will get the point.

These checks have written across their face in red outlined letters this pertinent inquiry: "Do you use Goodrich products?"

It naturally follows if the company is a customer of the person to whom a check is made out, it stands to be an even better customer if that person along with others helps in promoting the sale of Goodrich products.

TORONTO HALIFAX MONTREAL WINNIPEG LONDON, Eng.	"GIBBONS KNOWS CANADA" J. J. GIBBONS Limited CANADIAN ADVERTISING AGENTS	REGINA CALGARY EDMONTON VICTORIA VANCOUVER
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Classified Advertisements

ADVERTISING AGENCIES

MAIL ORDER SPECIALISTS
Display and Classified Ads Written—
Inserted All Magazines, Newspapers
MARTIN ADVERTISING AGENCY
171A Madison Ave., New York, Est. 1923

BUSINESS OPPORTUNITIES

EASTERN REPRESENTATION

Trade Journal representative located in New York City is desirous of adding another non-competitive publication for advertising representation. Box 523, P. I.

PUBLISHERS' REPRESENTATIVE

can take on one or two more trade publications for Philadelphia territory. Commission. Reply Box 513, Printers' Ink.

HELP WANTED

COPY AND CONTACT MAN with agricultural experience. Sterling opportunity for wide-awake, creative type; Protestant, not over 35. A man who has a close contact with a poultry or horticultural account would make fine connection, but we are after the man and not any additional billing. Write full details, giving experience and salary desired. Box 515, Printers' Ink.

SPECIALTY SALES MANAGER—If you have successfully sold Advertising Specialties or similar goods and feel you can do a real job of hiring, training and developing specialty salesmen, we have an excellent opportunity for you. Our line of Leather Goods, Signs, Calendars and Specialties is one of the oldest and best known in the Middle-west. Correspondence with full particulars invited. Interview will be arranged. Box 517, P. I.

MISCELLANEOUS

The endorsement of your product by stage, screen stars and others prominent (male or female) will multiply your sales. We can procure the testimonials for you. Terms furnished on application. Box 516, P. I.

For humorous radio programs and continuities that sell merchandise, consult James Madison, 465 S. Detroit St., Los Angeles. Have written for Eddie Cantor and other foremost stars. Agency work solicited.

POSITIONS WANTED

Secretary Correspondent Stenographer College, experienced in editorial and advertising agency, new business, research and promotional work. Qualified account executive's assistant. Box 512, P. I.

Secretary-Stenographer

6 years publishing experience; 4 years secretary to publisher. N. Y. notary. Christian, 27. Box 522, Printers' Ink.

ADVERTISING DESIGNER

Creates and supervises in all branches of Art.

To a wide-awake and progressive organization, desirous of installing or replacing an artist on their staff, it will pay to investigate the writer's experience in this field. Box 514, Printers' Ink.

Art Director—Assistant available for N. Y. agency. Broad experience on prominent accounts. Visuals, layouts, typography and splendid finished illustrations. Box 524, Printers' Ink.

brilliant . . . practical . . . economical

Advertising Manager, sales stimulator, available part time at about the cost of a clerk. Box 511, Printers' Ink.

Space Salesman for New England

An unusually capable, experienced and successful solicitor located in Boston would like to represent one large class or trade magazine or several small ones in New England. Box 520, P. I.

VERSATILE illustrator, cartoonist and letterer; a creator with twist, brains and finger skill. 16 years agency experience, ideas, visuals and execution. Four years present connection. Can handle entire production of small agency or publication. Box 510, Printers' Ink.

ART AND PRODUCTION

Executive with high creative ability will make nominal investment with services in well established agency or direct-mail organization. 15 years experience with national accounts. All credentials. Write fully and in confidence. Box 518, P. I.

This man (twenty-eight years of age) who is now available for

ART and PRODUCTION

offers a seasoned ability in plan, layout, lettering and illustration; expert knowledge of typography, engraving and printing.

WILL RUN ERRANDS

if it means the successful completion of a job in hand. Box 509, P. I.

DEPRESSION

has its advantages too!

Right now! the loyal, trustworthy and experienced young man, with a pleasing personality you have always wanted as a busy advertising executive, to assist and relieve you of much work is available at a nominal salary. A heart to heart talk will explain more than can be said in this advertisement. Box 521, P. I.

A VERSATILE WOMAN FOR AGENCY CONSIDERATION

A woman with cultural background available for agency or agent's important client. Has lived in London and Paris. Speaks French. Extensive European travel. Selling experience here and abroad. Style surveys as far West as Mississippi. Writes good reports. Excellent speaker. None of those irritating affections on radio which make you dial out majority of women. Even if you don't need her now, an interview is suggested if your plans contemplate use of such a valuable woman later. Go anywhere. Box 519, Printers' Ink.

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Get Those \$ CHRISTMAS DOLLARS!

HUNDREDS OF MILLIONS OF DOLLARS will be spent this Christmas. Why not get your share of them with an attractive catalog, folder or mailing piece describing your products?



Concerns such as **OVINGTON'S** and **ABERCROMBIE & FITCH** depend upon us year after year to produce the right kind of Christmas literature to attract those Christmas dollars. The fact that we have been serving them for 15 years with profitable results gives us an experience that you can use with profit, too.

**CHARLES
FRANCIS
PRESS**

461 Eighth Ave.
NEW YORK, N.Y.

Now is the time to give consideration to this important market. Call upon us to help you. We will be glad to give you the benefit of our wide experience.

Telephone
MEdallion 3-3500

●

During the first ^{eight} ~~seven~~ months of 1932, the Chicago Loop department stores gave the Chicago Tribune **317,387** ~~282,433~~

more lines of their upstairs, woman-appeal advertising than they gave to any other Chicago newspaper.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Offices: Chicago, Tribune Tower New York, 220 N. 42nd St.
Atlanta, 1825 Rhodes-Haverty Bldg. Boston, 718 Chamber of Commerce Bldg.
San Francisco, 820 Kohl Bldg.